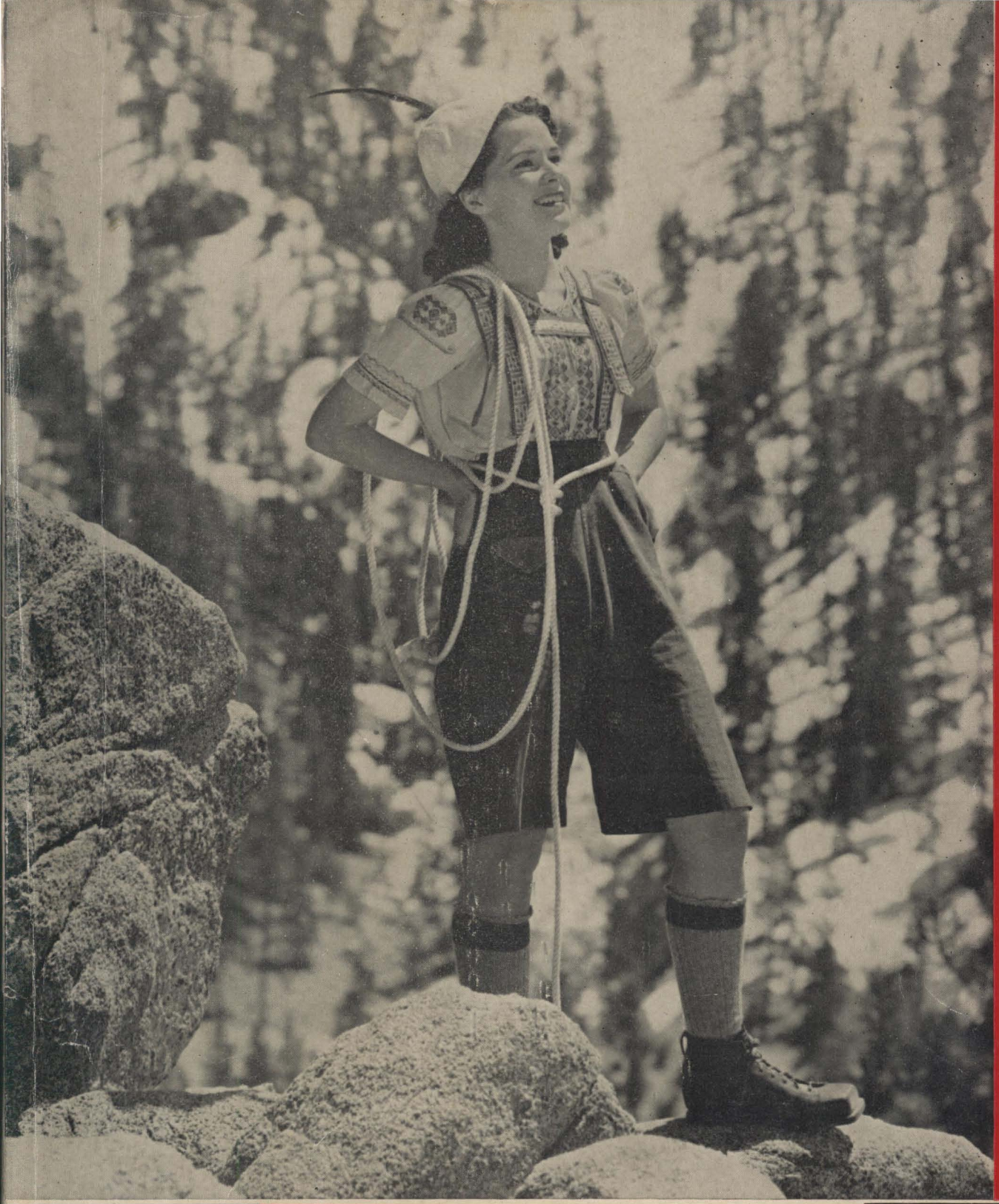


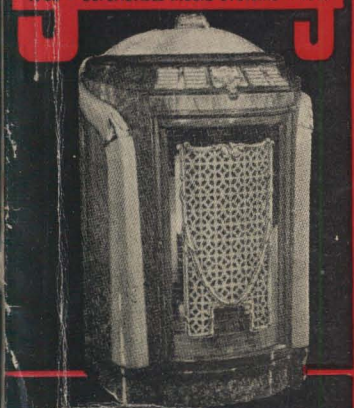
THE COIN MACHINE REVIEW

December
1947

In Two Sections

SECTION I

Seeburg
1903 • DEPENDABLE MUSIC SYSTEMS • 1947



Install Scientific Sound Distribution: Remote Control!

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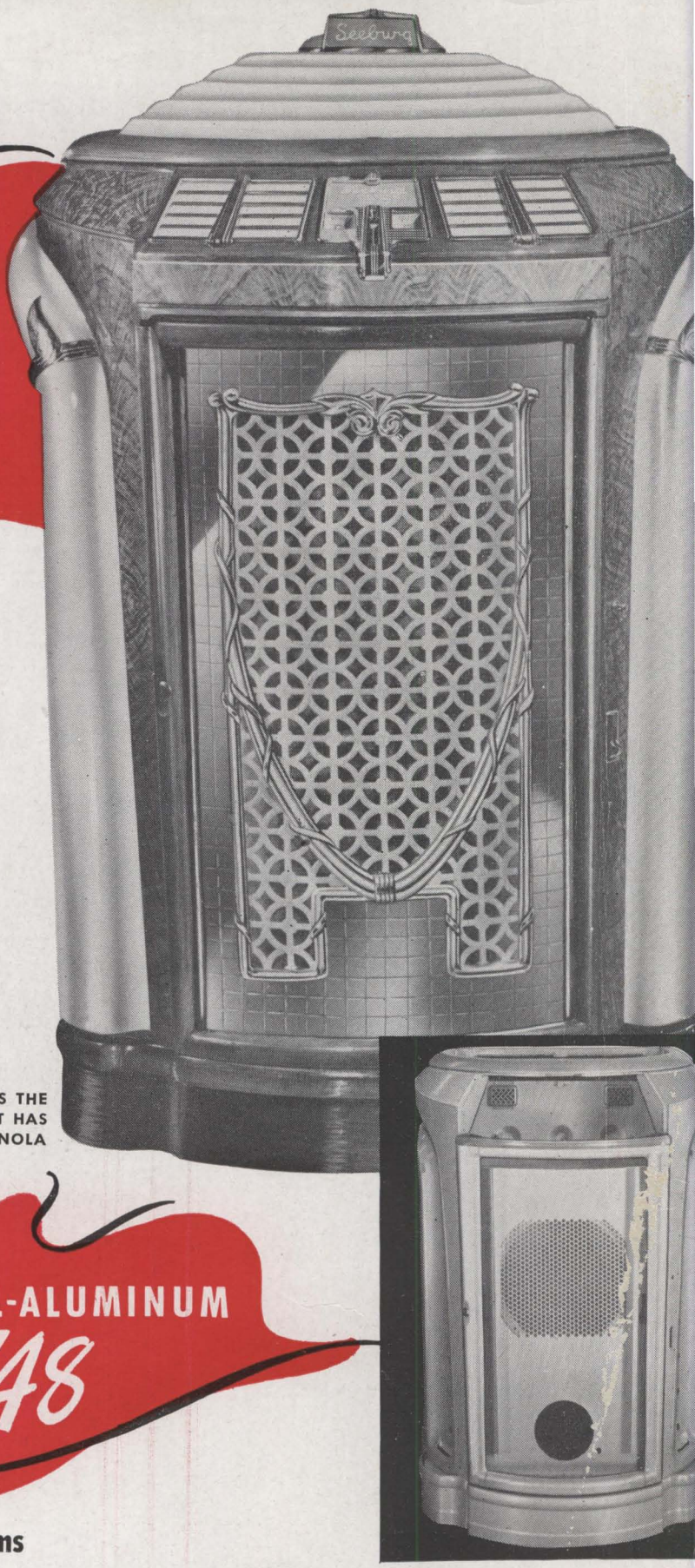
Jean and Dolores Say-

"Tremendous Satisfaction over SEEBURG'S 1948 Line and Policies during Our Recent Showing has Brought Us Our Largest Volume of Business.

STAY AHEAD WITH SEEBURG!"

Making MUSIC MERCHANDISING *History*



Over the years operators have recognized the advances made by Seeburg in the interests of the automatic phonograph industry.

- Immediately after the war Seeburg was the first manufacturer to deliver coin-operated phonographs.
- Seeburg was the first manufacturer to offer a completely new post-war phonograph.
- Seeburg was the first manufacturer to recognize the importance of Scientific Sound Distribution and Remote Control.
- And in 1947 Seeburg was the first manufacturer to produce a phonograph with an all-aluminum cabinet.

The Symphonola 1-48 is now on display at your Seeburg Distributor. See it at your first opportunity.

THE ALL-ALUMINUM SYMPHONOLA HAS THE SAME RICH WALNUT BURL FINISH THAT HAS ALWAYS CHARACTERIZED THE SYMPHONOLA

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

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NOVELTY
REPLAY

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Cancer Fund
SPONSORED BY
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UNITED MANUFACTURING COMPANY

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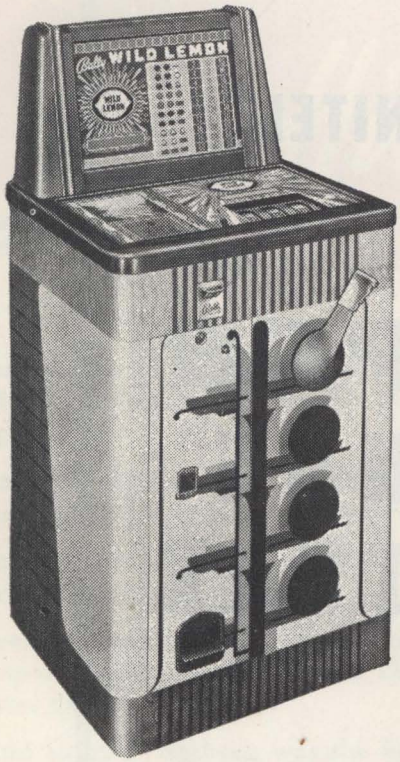
THE COIN MACHINE REVIEW for December, 1947. Vol. 15, No. 5. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $5.00 for two years—minimum term accepted. 50c per copy.

It's *Bally* Time
in Southern California and Arizona!



WILD LEMON—Bally's brand new bell console—features three spinning reels with the familiar bell-fruit symbols. WILD LEMON introduces a new wild lemon light flashing on the back-glass. Lemons on reels score as any symbol when wild lemon light is lit. WILD LEMON also features changing odds, popularized by modern one-ball games.

FAST ACTION! BIG MONEY MAKER!

WILD LEMON is convertible to automatic or re-play operation.

Available in NICKEL or QUARTER play.

Come in and see Bally's WILD LEMON **today!**

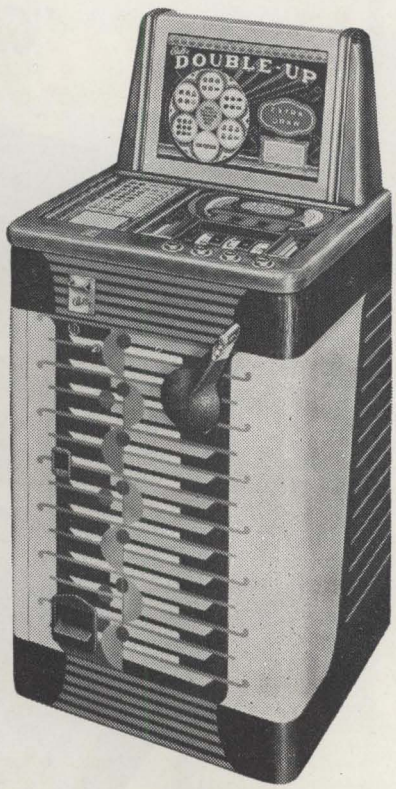
DOUBLE-UP. Double your profits with DOUBLE-UP, Bally's great new bell console! Just arrived! Sensational money-maker. A Bally masterpiece.

DOUBLE-UP is a hold-and-draw type game with the "Extra Draw" feature of De Luxe Draw Bell.

Novel feature of DOUBLE-UP is the Double-Score Spinner which spins on every play and automatically doubles award if lit symbols match symbols on reels.

Convertible to automatic or re-play operation.

Nickel or Quarter Play. This is one great game you can't afford to be without. ORDER TODAY!



JOCKEY SPECIAL

JOCKEY SPECIAL (Free Play) and JOCKEY CLUB (Automatic) have the amazing new "Horseshoe Flash"—improved development of the "Mystic Flash" which proved a record-smashing profit-producer in Bally Entry and Special Entry. After player has played all desired multiple coins for changing odds and selections, he presses Horseshoe Button and deposits additional coins to play for 5 big Horseshoe features. Players never stop at normal multiple play. Horseshoe Flash makes them keep on . . . six, eight, or ten coins per game. ORDER TODAY!

JUST ARRIVED

Bally's Sensational New

ROLL DOWN GAME

Hy-Roll

Features novel Basket Shot which throws ball from play-field into basket and reverses score from super score to total score.
"Hy-Roll" is a skill game that will keep players depositing one coin after another. Scores up to 490,000. Nothing like it! Absolutely different! See it NOW!

$499.50
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EARLY DELIVERY!

Bally NUDGY

The first really new game in ten years. "Nudgy" is a fast 5-ball play, convertible novelty or free play. Sensational SHIFTING, SHAKING PLAY-FIELD starts a new pin-game craze wherever introduced. Player snaps NUDGE-LEVER, and entire playboard jumps like a jackrabbit . . . actually shakes and vibrates . . . kicks ball back up the field to pile up fantastic scores.

Get on the gravy-train with "NUDGY"!

PLACE YOUR ORDER TODAY!

COME IN TODAY AND SEE OUR COMPLETE LINE OF Bally GAMES!

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EXTRA SPECIAL BONANZA FEATURES

and

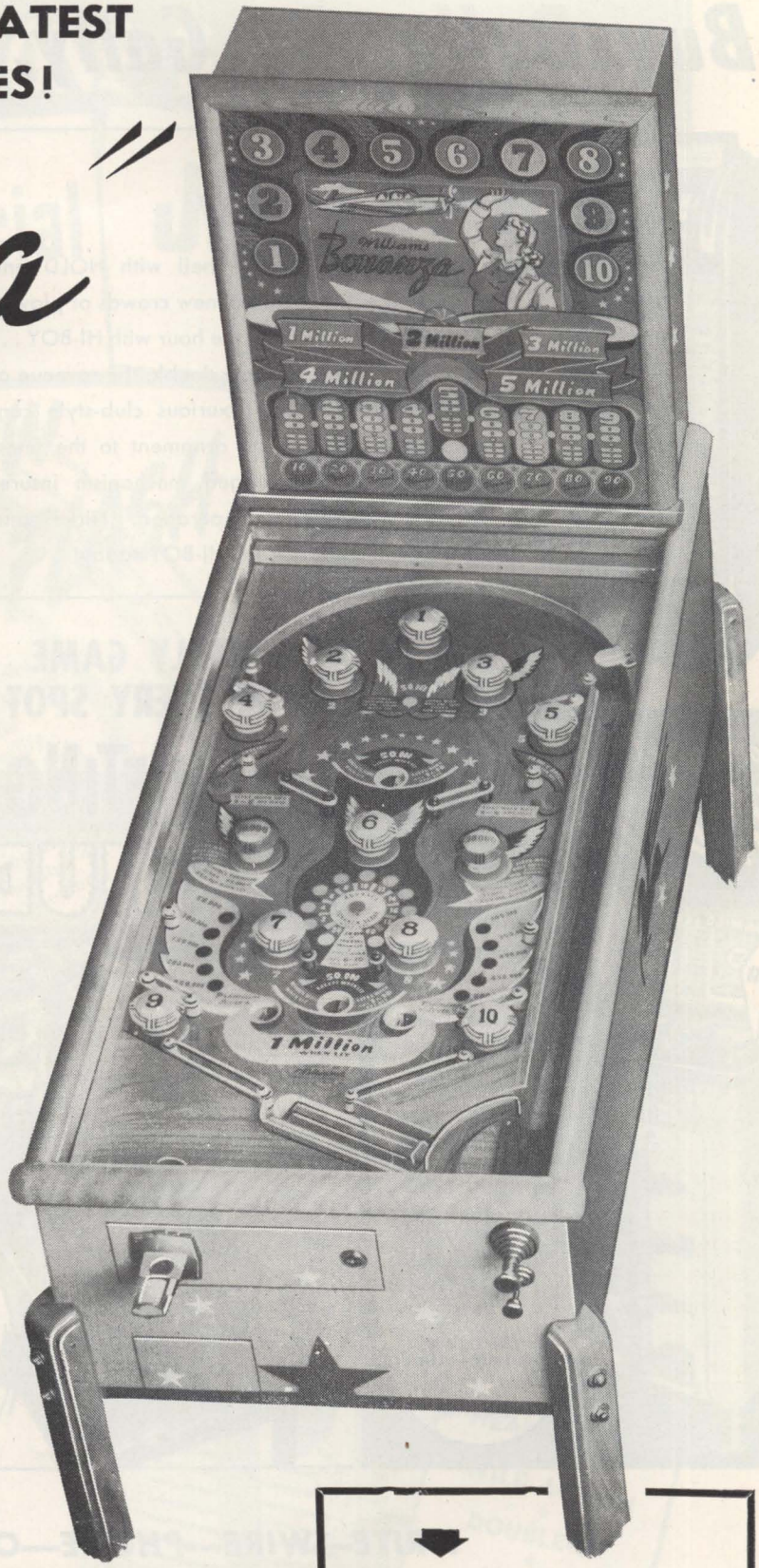
PREMIUM FEATURE

SCORES TO A
SENSATIONAL HIGH OF

5-MILLION

ORDER FROM
YOUR DISTRIBUTOR

AT ONCE!



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TO DAMON RUNYON
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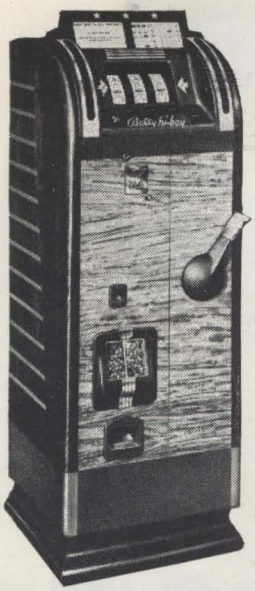
The World's Greatest
Roll Down Game
BOX SCORE

Buy Bally, By Golly, for Big Profits!



Bally Hi-Boy

New club-type console bell with HOLD and DRAW FEATURE. DRAW new crowds of players and HOLD the play by the hour with HI-BOY . . . the bell that easily earns double the revenue of old-fashioned bells. Luxurious club-style console makes HI-BOY an ornament to the finest location. Simple, rugged mechanism insures years of trouble-free operation. Nickel and Quarter models. Order HI-BOY today!

Bally Hy-Roll

Here's a brand-new ROLL-DOWN GAME that will literally sweep players off their feet! Exciting . . . new . . . novel . . . incorporates unusual Basket Shot feature which throws ball from play-field into basket and reverses score from super score to total score. Scores up to 490,000. Will absolutely TAKE and HOLD every roll-down location! One of the most play-appealing games that Bally has ever produced. You positively can't afford to miss seeing this game. Will earn you tremendous profits *anywhere!* HY-ROLL is a *skill game* that will keep players grabbing for one nickel after another. ORDER NOW!

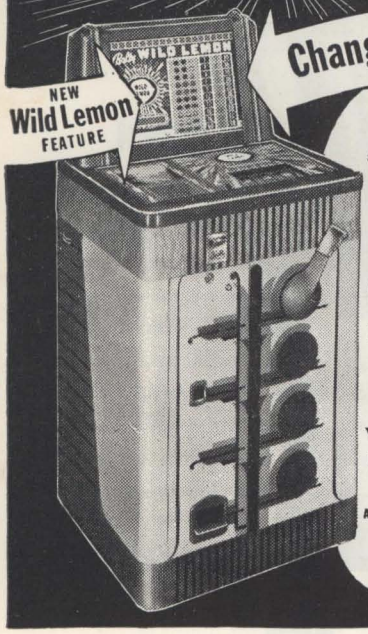
A BALLY GAME FOR EVERY SPOT!

SENSATIONAL NEW Bally BELL-CONSOLE

WILD LEMON

Changing Odds

NEW Wild Lemon FEATURE



Bell-fruit appeal and spinning-reel action . . . plus ever-popular CHANGING ODDS . . . plus new, sensational WILD LEMON LIGHT. Lemons on reels SCORE AS ANY SYMBOL when WILD LEMON is lit! Order today.

CONVERTIBLE AUTOMATIC—REPLAY

NICKEL OR QUARTER PLAY

NEW SHIFTING PLAYFIELD! IN Bally NUDGY

First really new game since Bumper! Not merely a new score-system, but a new, startling PLAYER-CONTROLLED action! Playboard actually shakes and vibrates when player flips the Nudge-Lever . . . kicks ball back up the field! Plenty of high-score, bumper, and kick-out appeal.

PATENT PENDING

FAST 5-BALL PLAY • CONVERTIBLE NOVELTY OR FREE PLAY

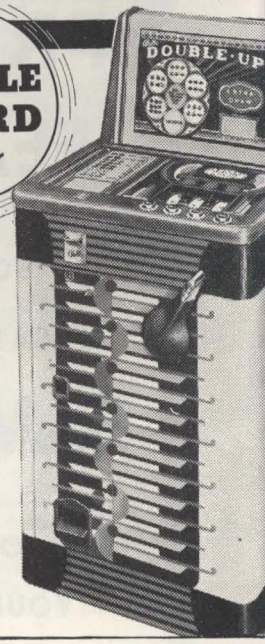
NUDGE-LEVER

Snap the lever and entire playboard shakes and vibrates...kicks ball up the field.

Bally's NEW HOLD & DRAW BELL-

DOUBLE-U

New DOUBLE AWARD Spinner



Another great HOLD-AND-DRAW bell console . . . featuring famous EXTRA DRAW . . . plus new DOUBLE AWARD SPINNER. Double-up your console profits. Order DOUBLE-UP now

CONVERTIBLE AUTOMATIC—REPLAY

NICKEL OR QUARTER PLAY

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NEW Bally ONE BALL MULTIPLES

JOCKEY Special
FREE PLAY

JOCKEY Club
AUTOMATIC

with Amazing New HORSESHOE FLASH

MORE thrills for players! MORE profits for operators! Thanks to the new sensational Horseshoe Flash which permits player to play extra coins to qualify for 5 big Horseshoe features:
(1) Purse section receives Win odds;
(2) Show section receives Win odds;
(3) Show section receives top odds—40, 80, 120 or 160; (4) number 4 added to lit selections; (5) numbers 3 and 5 added to lit selections. No wonder players never stop at normal multiple play . . . but keep on . . . six, eight or ten coins per game.

New **BIG ODDS STARTING AT 3-TO-1 5-TO-1**

MYSTIC FLASH proved a record-smashing profit-producer in Bally Entry and Special Entry. Now . . . PROVED AND IMPROVED . . . the Horseshoe Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!

EUREKA • HEAVY HITTER • WILD LEMON • DOUBLE-UP • HI-BOY • TRIPLE BELL

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

NEXT CONVENTION. The spotlight falls on the NAMA convention at the Palmer House, Chicago, Dec. 14-17. The exhibits scheduled for the fourth and seventh floors of the hotel assure the trade there will be plenty to see. Probably the most crucial interest will center in the exhibits of merchandise supplies. Such exhibits are significant in these times of shortages; of all the goods to be displayed, only cigarettes and soft drinks suggest ample supply to meet demand. Can the vending trade show enough strength this year to justify the merchandise firms in exhibiting at the annual conventions?

Due to widespread interest throughout the Coin Machine Industry in vending machines, music and amusement games operators are expected to swell the attendance at the NAMA convention.

WIDE PUBLICITY. Vending machines have been getting a lot of publicity in conventions outside coin machine circles. National conventions of the soft drink, pop corn, ice cream and dairy industries had displays of vendors. Even the National Assn. of Ice Industries had vending machines at its annual convention. Soft drink vendors were also on display at such location conventions as that of retail druggists and super markets, evidently for the purpose of making the long sought entry of modern merchandising machines into these important establishments.

REGIONAL DINNERS. The series of dinners in 17 or more cities on Nov. 23 have more meaning than the important job of contributing to the CMI Cancer Fund Drive, for which the dinners were held. It is a new idea in trade get-togethers and may be used in the future for varied purposes. What is needed is a great cause and a concerted effort to make such regional meetings an annual affair. Such dinners are bound to have local significance and news value wherever they are held. NAMA has had good success with its regional meeting program and the idea has become an institution with them. The Industry in its broad operations needs the tonic of annual regional meetings.

TRADE LEADERS. At least two leaders in the trade will get public recognition at the conventions in December and January. CMI will make its annual award to some leader in public relations work, and a luncheon on the second day of the convention in January will be given to this important recognition. NAMA will bestow its award to the "vending machine man of the year" at its December convention. That gives due recognition to two men each year; The REVIEW gives recognition to other deserving men in its column, "Personality of the Month", also a staff editor has prepared a special article in recognition of leaders in public relations work.

RECORDED MUSIC. The Petrillo ban on recording, to become effective Dec. 31, is getting much publicity even in the general press. Trade reports suggest that music operators are not worried so much by the outlook. The record ban, however, is likely to give more stress to the copyright issue when it comes before Congress again next year. A contributed article in Broadcasting magazine puts the finger on commercial phonographs as the chief medium to consider when copyright issue comes before Congress.

CONGRESS. Special session of Congress beginning Nov. 17 means prolonged discussion, at least until June, on many tough issues, other than copyrights. Present outlook is that federal taxes may not get right-of-way until January or later. Setting for presidential campaign is being made in Congress. A national election year may sometimes be disturbing to business.

COIN LIMITS. While other lines of business can increase retail prices in keeping with the general inflationary trend, coin machine operators generally are limited by coins and coin mechanisms to pre-war prices. This is a serious problem for the trade and will grow more serious as long as the price spiral continues upward. Music operators have tried to do something, but current reports indicate the public doesn't react favorably to higher prices for music. Vending operators, due to merchandise costs, may have to do something. Cellophane sure has proved an unusual blessing to cigarette operators.

STEEL. In the field of materials steel has become the item of greatest concern to manufacturers of machines. Recent reports show a tightening up in sheet and strip supplies again. This shortage may handicap a lot of manufacturers of new vending machines, when they are getting ready to make big headway in 1948.

LOCATIONS. A lot of attention will be given locations of various kinds early in next year, to determine how the public is spending. Holiday trade is setting a record but in November stores began to report cautious spending by the public. Operators of coin machines have felt what a slack in public spending can do in the drop in tavern trade during the year.

THE CALENDAR. Another year is about to close, with all that it has meant for the Coin Machine Industry, and our next issue will bear date of a new year. What will 1948 bring for the Industry?

THE COIN MACHINE REVIEW

DECEMBER 1947

The 173rd CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Walter W. Hurd, Executive Editor; Clarence G. Beardslee, Advertising Manager; Louis Karnofsky, Associate Editor. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $5.00 for 2 years—minimum term accepted; 50c per copy.

BUSINESS REVIEW . . .

The month of December will be a time for guesses and predictions about what the year 1948 may bring for business in general, and also for the Coin Machine Industry. It will be a time also for varied opinions on what has happened in the year just closing, and what it all has meant in preparation for a new year.

The best opinion on what is happening now recognizes that inflation was renewed in September, is still going on, and the outlook is that inflationary trends will continue until the summer of 1948—if not longer. Experts admit, however, that prices can crash at any time and for unknown reasons.

In looking back over 1947, many business leaders think that a leveling off of business in general set in by the end of last March and that even a mild recession might have been on the way. But a new inflation trend was initiated by the much publicised corn shortage and, helped by a number of other inflationary trends, the movement is now making big headway and promises to last for many months.

These same experts think that the new wheat shortage, aided by other inflationary trends, will keep prices high until the entire grain supply picture can be changed to plenty.

The high price trend is spearheaded by food and automobiles, while many durable goods are showing a trend to level off. If the high prices on foods cannot be checked, it now seems certain that new demands for wage increases will be made early in 1948 and that will mean new price increases in durable goods.

Looking at the business picture as a whole, industrial activity and business in general is making headway at high levels, stimulated by high prices. One of the best ideas on the subject was expressed in a Dept. of Commerce report which suggested

(See BUSINESS REVIEW, Page 17)

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Displays Loom Big in January

20 per cent of exhibitors at CMI Show plan to display vending equipment

By Herb Jones

Vice President and Advertising Manager, Bally Manufacturing Company

The 1948 Coin Machine Show—Sherman Hotel, Chicago, January 19, 20, 21, 22—will be the biggest show the Industry has ever seen. Every inch of exhibition space is sold—ninety-five per cent of it to actual manufacturers of amusement, music, service and vending equipment. Requests for room reservations, pouring into all Chicago hotels, indicate an attendance far greater than in any previous year. Statements by exhibitors promise the biggest array of diversified equipment ever brought forward in one exhibition.

Indicating the trend toward diversified equipment is the fact that every fifth exhibit operators walk into at the January Show will feature or, at least, include vending equipment. A survey of exhibitors reveals that a total of 22 manufacturers will exhibit coin-operated vendors—hot and cold drink vendors, cigarette vendors, nut and candy vendors, various types of merchandise vendors, all displayed in their proper perspective as coin-operated equipment.

Although operators and distributors visiting the 1948 Coin Machine Show will be chiefly interested in new equipment displayed, they will also be interested in the special programs, which are listed below.

Monday evening, January 19: dinner in honor of the officers of all state and local associations.

Tuesday noon, January 20: luncheon, followed by an address by Dr. Preston Bradley, who in past years has always had a message of special importance to the coin-machine industry. At the same meeting, Jim Mangan, director of CMI Public Relations Bureau, will lead a discussion of the industry's public relations program.

(See PROGRAM, Page 24)

Jack R. Moore's Death Blow to Industry

PORTLAND—Pacific Coast coinmen and the legion of operators, distributors and manufacturers throughout the United States were shocked and grieved at the death of Jack R. Moore on November 15.

A sudden heart attack blighted the long and illustrious career of one of the best loved members of the Industry. He was president of Jack R. Moore Co., with offices at Portland, Seattle, San Francisco, and Spokane.

Besides distinguishing himself in the Coin Machine Industry, Moore's war record was so outstanding that he was presented with the Exceptional Service Medal several months ago. A major, Moore was commander of Civil Air Patrol Liaison Patrol No. 1, Laredo, Texas; Coastal Patrol No. 8, Charleston, South Carolina; and Liaison Patrol No. 2, El Paso, Texas. He was cited "for repeatedly exhibiting marked courage in the face of danger while performing regular war-time flying missions . . . under difficult conditions in time of national need."

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WITH NEW MACHINES

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SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE
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$100 Fee Proposed In Boston

BOSTON—A proposal that a license fee of $100 a year be assessed on pin ball and other amusement devices in Boston was advanced by the City Council in substitution for a suggestion by temporary mayor John B. Hynes that an annual $25 fee be charged for each machine.

Some of the Council members asserted bluntly that their objective in advocating so high a license fee is to drive pin ball out of the Hub by making it unprofitable to operate them.

Competent legal authorities, however, expressed doubt that a $100 fee would be valid, pointing out that the city government under the law cannot impose a new tax on the machines and that the license fee can only be as great as the approximate cost of supervising and regulating their operation.

On the recommendation of Police Commissioner Thomas F. Sullivan, Mayor Hynes had requested the enactment of a new ordinance providing for a $25 license fee as a means of supervising and regulating the operation of the machines.

At a conference with a committee of councillors, the Mayor asserted he had no objection to a higher license charge as long as it was not so great as to be considered a tax and thus open the way to having it declared invalid by the courts.

Bally for the Irish

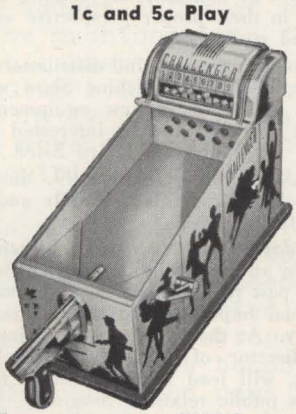
CHICAGO—If there were 10 Bally games in every town bearing the Bally monicker, what a coinman's wonderland Northern Ireland would be! Because in that section there are no less than 900 towns with "Bally" in their names, i. e., Ballycoo, Ballyleg, Ballyhose, and Ballymoney.

A Consistent Money-Maker

The NEW A. B. T.

CHALLENGER

1c and 5c Play



The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.

$65.00 Each

Lots of 25.....$60.00
Lots of 50..... 55.00
Lots of 100..... 50.00

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Assn. Proposed N. Y. Pin-Ball Amendments

NEW YORK—In line with its current campaign to bring pin ball back to New York City, the Associated Amusement Machine Operators of New York (AAMONY) has proposed amendments to a municipal licensing bill which are designed to boost fees by $400,000.

Original bill, pigeonholed in the City Council since its introduction last February, calls for distributors and jobbers of the machines to pay license fees of $1,000 per year, while operators would be charged $250 annually. The new AAMONY amendments would add a $5 inspection stamp requirement for each machine, a $10 fee per machine prior to installation, and a $10 charge for each location. Estimates of the revenue yield which might be obtained by the city under such a licensing system run as high as $1,250,000.

AAMONY's license proposal is part of its drive to win the city's approval for a pin ball revival. Games have been barred here since 1941, when the La Guardia administration won court decisions banning machines which offered free plays as "readily adaptable to gambling". In June of this year, the AAMONY invited a court test of the matter by arranging for the police to seize two games, a *Kilroy* (Chicago Coin Machine Co.) and a *Lucky Star* (D. Gottlieb & Co.). Legal issue raised was whether novelty games violate Sec. 982 of the state penal code dealing with gambling. The case was heard here recently in Special Sessions Court, but resulted in a dismissal.

The proposed licensing plan would take the question out of police jurisdiction, and make the city Department of Licenses responsible for determining whether or not a particular pin ball model is a gambling device. AAMONY claims to represent 850 operators, who hope to place some 16,000 novelty pin ball machines on location around the city.

Maior coin games in operation here are "roll downs" which were given the green light a few months back and now number around 4,000, mainly in tavern sites. AAMONY is headed by Joe Hahnin, president, and Joe Hirsh, chairman of the board. A distributor's organization has also been formed, known as the Coin Machine Distributors of New York, Inc.

Mr. Employer:

Why do you not give your employees the consideration they deserve, since it costs you nothing?

The 1% State Unemployment deduction that you take from their salaries and send to the State does not buy them as much unemployment Disability Benefit as you can obtain by purchasing a regular insurance plan with a Private Insurance Carrier.

This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

The Association and Group Insurance Bureau will gladly assist you to make the change over *without* charge by telephoning them or dropping them a note

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ALL INSURANCE and BOND LINES

English Coinmen Still Equipment-Starved

LONDON — The English coin machine trade continues to look with longing eyes at the American Coin Machine Industry. While American manufacturers turn out more and more machines, English manufacturers are practically prohibited from building coin machine equipment because of government regulations.

The English government has declared that all production must be for export, and only such production is "essential." The situation is in many respects similar to production conditions during the war years. Firms whose products are not contributing to the export drive, whose products do not find a large overseas market, are deprived of supplies and materials.

The shut-off of materials quickly forces a firm to discharge its employees. When the discharged workers apply to their labor offices they are offered employment only in essential industries. While there is no official regimentation of labor, the system effectively forces workers out of non-essential and into industries engaged in manufacturing export products.

The important automobile industry was hard hit by a recent decision of the Minister of Supply that automobiles being built by several manufacturers were of no value to the export drive. Steel allocations to these manufacturers were cut off and production ceased immediately. With such a condition, the Coin Machine Industry has little immediate prospect of revival.

Coin machine manufacturers are hopeful of being able to adapt themselves to these conditions by building some of the products for which there is a good export market, just as they adapted themselves to military production during the war. However, there is no assurance that such manufacturers will obtain essential supplies. Even if new coin machine equipment is built, there is slim chance that any of it will reach machine-starved English coinmen.

Production difficulties are well illustrated by the case of one coin machine manufacturer who had been active in war work and who decided, when peace came, to continue building component parts for agricultural equipment. Although this equipment was considered far more essential than coin machines, the manufacturer has been seriously handicapped by inability to obtain enough steel.

The Amusement Trades Association, which represents the Coin Machine Industry, was practically dormant from 1939 until the end of the war, but is once more taking an active interest in sponsoring the Industry. The association is seeking means to help the Industry revive and get back to its pre-war status.

Mich. Sales Tax Reflects Upsurge

DETROIT—There is no better barometer of the skyrocketing of business in Michigan than the monthly sales tax report. The October report, just released, shows sales tax collections for the four months of the new fiscal year total $60,662,987. This compares with collections last year for the same period of $50,127,071.

The figure for October was $15,986,908, which compared to $2,980,954 for October, 1946.

Meanwhile the cigarette tax continues to pour money into the state treasury's coffers. Originally expected to give the state about $1,500,000 a month, on the basis of 3 cents a pack tax, it actually produced $1,939,544 in October, Revenue Commissioner Louis M. Nims reported.

British Coin Pioneer Still Going Strong After 50 Years In Trade

by HARRY HOOPER

Some years back a London theater ran a play with the title, "Who's Hooper," and the trade used to bandy and joke with same. Anyway, if anybody asked "Who's Hooper," the answer was generally, "Why, that's Old Bill of Islington, the daddy of the trade. He was 70 last February and like Johnny Walker's whisky, is still going strong."

He left school when he was 12 as he says he could not afford the fee required for pencils, paper, etc. (Eight cents weekly, I believe it was.)

At the age of 14 he was a Cock Horse Boy. He had a horse with a towing chain that had to be hooked onto the horses and vans that could not make the grade over Tower Bridge and for this service I believe they get a small fee. They were a tough bunch of boys and fights were often.

He had to go through the mill, but after about a dozen fights he was finally acknowledged as the leader of the Cock Horse Boys and held the title until he quit to better himself.

It was 'way back in 1898 that he started in the automatic world and for operators they were really the good old days. In those days he was working as a screw turner at long hours for about 18 shillings a week (approximately four dollars) and had to travel about six miles by horse-drawn street car. If he was one minute late he found the gates shut and lost that day's work.

Not being flush with money, he had to build his first machine from scrap as there was also the worry of an addition to the family coming along. He bought an old Remington typewriter packing case for four cents to make the case and playfield. Some empty tin cans were cut up and he ruined Ma's only pair of scissors to make the works (coin chute, coin return, etc.). Then down came one of Mother's best red velvet curtains to cover the backflash playfield. A penny length of rubber tube cut up with nails stuck through made the bouncing pins. The "win, lose and return" cups were made from tin cans and the trigger tension spring was one or more rubber bands, according to the tension needed.

The object of the game was to insert the penny to the playfield and flip it up to pockets or cups marked "win, lost or returned." If they won, they pulled out a drawer which vended a cardboard token of 2, 4 or 12 cents. There were only one or two 12-cent vouchers in the machine, but it used to get the play. He improved his machines as time went on and used balls with a channel that receded by pressing a knob to drop the ball into cups.

The playing public, which was always out to beat the machines, made gadgets to hold the knob and fix the channel so that the ball dropped into the winning pocket every time. So Pop fitted on what he called a dogscock, which was a round piece of metal which stuck out if the knob was held in, and it held back the ball from play. It is still used today for anti-cheat purposes.

After that the *Clown* and other machines came on the market and were operated mostly in public houses. The operators did not bother to count the takings when collecting, so borrowed a beer can and measured out a "can for you" and a "can for me."

"Old Bill" of Islington

They had some difficulties with the authorities, so having foresight, Old Bill bought some rusty and dilapidated *American Imperial* electric machines. Complete with iron stands, they cost him approximately one dollar each. He got busy with the paint pot and painted both stands and machines with a brilliant royal blue, and the backflash a vivid red to draw the eye.

As the operators got orders to remove their machines, Old Bill generally refitted the pitch with one of his flash electrics and the tops of the stands were covered in velvet (but not Ma's curtains this time). For many years they had a good non-competitive run and the operators who had sold him the "junk," as they called it, wanted to buy it back and offered him fancy prices; but he would not sell. He still has them on location to this day and they still fiddle, as he calls it.

One old wooden case electric machine with the old-fashioned glass jar batteries he bought for seven dimes in the renowned Caledonian Cattle Market. He cut off about six inches from the depth of the machine, and to my own knowledge it has been in one location for over 25 years and is still earning. Of course, it has been back a couple of times to be overhauled, rechromed, etc., and is now fitted with two 1½ volt dry cells.

Old Bill imported the first fruit type machine from France. It was the French *Domino*, with three spinning reels; the winners paid out on the "one" or "six" with free games. The machines were beautiful but they were cast from white metal which broke and buckled like glass, and if the weather penetrated same, it was "goodnight, nurse." He imported hundreds of machines from France and operated and sold them. The approximate price was 16 dollars per machine. The best of these was the *Caille* pay-out, as there were always buyers waiting for them. Many of them are still in use.

He then had a verbal contract for hundreds of German *Seca* weighers and gave them the ideas for many improvements such as full length till, visible slot in case of choke, 24 stone dials in lieu of 20, inasmuch as the heavy customer generally overweighed and locked same. He helped to push the *Rainbo* pin table and made over 3,000 stands for same.

During the slumps he had many sidelines, one of which was a shooting gallery outside a public house in a busy market street in Islington, with electric bell fixed to a bulls-eye. The rifles fired lead pellets and it had a good run until one Saturday night a few fellows who had had one too many had a bash at it and missed not only the target but the safety iron backboard as well. Luckily the pellet missed the near-passing public but hit and lodged in the cheek of a fellow who was some distance away. Ma went to his aid and dug it out with her hat pin and Pop worked him a half dollar and treated him to a couple of pints, so he went off happy but folk complained so it finished the range.

Bill, my oldest brother, is the true mechanic and has thought out and built some fine machines; some wall machines I bring to mind are the *Skill Score*, *Roto Disk*, *Score A Goal*, *No Loss*, *Channel Win*, etc. He also devised and built the first flashing lights fruit machine, *Silver Stars*, and also numerous payouts, not forgetting the predetermined payout horse-racing machines, some of which are still

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

operating on Brighton's famous pier. Young Bill is now a grandfather and going on 50 but he is always coming up with some new and brilliant ideas for a future winner.

When the first bumpers made their appearance, John, my youngest brother, had the idea for a miniature type. The others thought it a good idea and all, including Old Bill, suggested improvements, and the first model took shape. We contracted it out but production was not up to the promises made, and we only received a couple of hundred in six months; then the Genco *Junior* appeared on the market and knocked it for a home run. We were getting into our stride on other models when old Hitler started his tricks, and since then we have been trying to hold our own.

As you know, we cannot do much building of machines these days, owing to lack of materials, etc., so we have to keep going with anything we can get hold of. Anyway, Old Bill knew where there were a few hundred penny chocolate vendors which cannot be used owing to sweet rationing and higher costs. He and Bill Jr. saw the possibilities of converting same at little cost to a miniature penny play amusement machine. We bought them for approximately 75 cents each and at the present time young Bill has built and is fitting the guts or action in the first model. The conversion is not a big job of work so when we get down to it, there should be a fair margin of profit.

Business should take a turn for the better in the fall as that has always seemed to be our best time of the year.

●

EXPAND with NEW MACHINES

Paul Laymon (right) of Paul A. Laymon, Inc., Los Angeles, presents check for Damon Runyon Cancer Fund to Earle Moloney of Bally Mfg. Co.

Sales Stimulator

LOS ANGELES—Bonus Advertising System, Inc., is now ready with a machine (not operated by coin) designed to stimulate retail sales. The machine, attached to the cash register, is electrically operated. It contains a cash jackpot, with the amount based upon a fraction of a cent per customer. At irregular intervals the jackpot unloads as the purchase is being rung up.

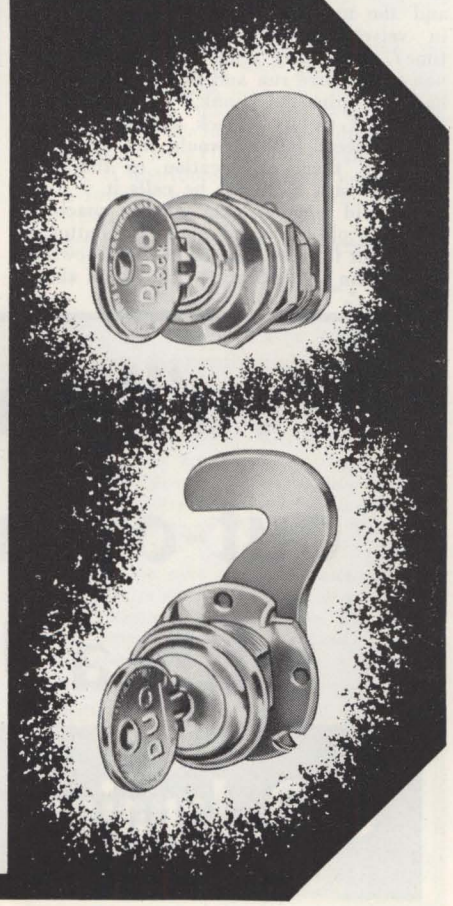
An additional feature is the saving of money formerly lost through clerical errors, inasmuch as customers watch their sales recorded because they want to win the jackpot. Therefore, clerks will not overlook ringing up sales.

Every Coin Machine Needs the

EXTRA SECURITY

*of Famous**

DUO LOCKS



- Triple combination action of 14 tumblers makes picking virtually impossible.
- "Duo registered key plan"—one key for all your machines.

* *More Duo Locks are installed in coin-operated machines than any other quality lock.*

THE ILLINOIS LOCK COMPANY

808 South Ada Street
Chicago 7, Illinois

LETTERS TO THE EDITOR

To the Editor: In reference to starting schools for training coin-operated machine mechanics in other cities, I believe it would be detrimental to the best interests of the Coin Machine Industry at present.

I suggested a mechanics' school in September, 1946, and during the course of discussion, pro and con, at subsequent monthly meetings, we learned a veterans' course for music mechanics had been started in November of that year by another organization. After the vets finished their course, there weren't enough jobs for the graduates and the project promptly ended.

In my opinion, those wishing to study engineering would attend an outstanding institution, such as the Massachusetts Institute of Technology. Certain universities are oustanding for their medical colleges, others for law, etc. In all such specialized courses, the students go to the school, not the school to the students.

I realize that veterans in the Southwest and other sections would rather go to school nearer home, but with a radio-electronic background, such as is taught in all vocational schools, a vet would only have to take an additional six months coin-operated machine mechanics' course in New York.

Those vets who come under P. L. 16 (disabled) would have their fare paid to the New York school and receive up to $200 monthly. Other veterans classified as 346 (not disabled) receive $65 monthly if single, and $90 monthly if married, while attending school.

NAAMO members, who are arcade owners, operators or distributors in distant sections of the United States, could have veterans from their cities trained as mechanics, provided they had a one-year radio-electronic course or the equivalent. In such cases, the prospective employer, if he thought the vet needed more money to get by, could supplement the pay the government allows veterans while in school. After graduation, the vet could return as an on-the-job employee.

This plan would work out very well for all concerned and preclude the possibility of starting a school for perhaps a single class, as happened in a previous instance.

I sincerely believe that a single school, conducted by the Board of Education, with competent school instructors and NAAMO and manufacturers supplying guest instructors, using the latest equipment for teaching, is far better than numerous schools not blessed with the above setup.

Until the need for more schools is shown, a single school, as now conducted in New York, which has the facilities for training 400 mechanics yearly, is the answer to the mechanics' problem.

—F. McKim Smith, president of National Assn. of Amusement Machine Owners.

"Humpty Dumpty" Called Revolutionary Type Game

CHICAGO—Heavy advance orders have poured in for *Humpty Dumpty*, Gottlieb's new type pin game which features the radically different Flipper Bumpers. These bumpers satisfy the desire of players for more complete control of balls and eliminates tilting and rough handling by players.

Said Dave Gottlieb, president of the company: "In *Humpty Dumpty* we have something new which finally breaks away from the stereotyped pin game pattern of the past decade. This player-controlled game is the shot-in-the-arm that has long been needed by the Industry."

Idaho Reaps Million In Bell Tax

BOISE—Idaho was richer by nearly a million dollars because of the law licensing bell machines.

Lela D. Painter, state treasurer, reported that since May, when bell machines were made legal through a state law, a total of $221,892 had been received from the 111 cities and villages permitting the machines.

Under the law of the 1947 Legislature each machine is taxed not less than $500, of which amount the state receives $125. Another $125 goes to the county and the remainder is kept by the city or village in which the machine is located.

As the $221,892 represents 25 per cent of the minimum fee the total was $883,478. However, some cities and villages assess a sum greater than the minimum $500 which would boost the total take by the state, county and community to near the million dollar mark.

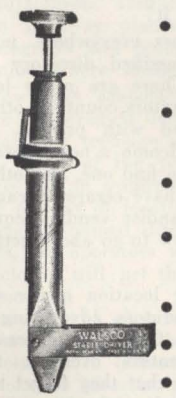
The largest sum remitted was made by Pocatello which submitted $19,926 to the state treasury. Other large amounts were made by Twin Falls, $17,605; Boise $17,02[illegible] and Idaho Falls, $13,260.

Meet "Mister Gimmick"

NEW YORK—In a recent article in *Collier's* magazine highlighting the career of William Rabkin, the president of International Mutoscope Corp. was called "Mister Gimmick" and "the Thomas Alva Edison of the amusement device industry."

The story described Rabkin's inventive career and told how he and International Mutoscope engineers had designed 49 machines, many of which have been utilized by government agencies. One of them, the *Drive-Mobile*, was used by the Navy to test the coordinating faculties of potential flyers.

WALSCO STAPLE DRIVER



- Pays for itself on the first job.
- A sensational tool for installing wires and cables, that saves time and money.
- Excellent for installing coin machines, P. A. and intercom systems.
- Staples into corners and other inaccessible places.
- Staples on hard surfaces such as plaster, hardwood, etc.
- Can be loaded in 10 seconds.
- Adjustable for staple depth.
- Staples come in 3 colors to match wire.

The Walsco Staple Driver is a real time and trouble saving tool for the coin machine installer. Also extremely useful for general stapling.

This device automatically positions the staple after which it is driven to a pre-adjusted depth with one or two strokes of the palm of the hand. A small trigger controls the feeding mechanism. Wires and cables up to 1/4" in diameter can be quickly installed with the Walsco Staple Driver.

Price $4.95 Dealers Net (including box of staples)

Dept. 12 M

WALTER L. SCHOTT CO.

9306 Santa Monica Blvd.

BEVERLY HILLS, CALIFORNIA

LET'S TALK PROGRESS

Prepare For Expansion

The biggest topic of discussion among operators in all sections of the coin machine trade is the purchase and placing of new machines. Looking ahead to a new year, now just around the corner, the subject of new machines is certain to become more important.

Manufacturers of standard machines are getting their production schedules pretty well adjusted to conditions and are planning to maintain a good rate of output through 1948. The trade is now starting on its third year since the war ended and that will mean a lot of emphasis on the rate of progress to be felt in 1948.

The outlook is that a lot of machines, long delayed in development and setting up manufacturing plants, will get onto the market in the first half of 1948. Coupled with the output of standard machines, these new developments will likely mean that 1948 will be described as "the Year of New Machines."

The passing of time means that it has to be that way. Machine output in 1941 was cut short, so that 1940 was really the last year in which new coin machines came onto the market in a normal stream. The passing of eight years means that every pre-war machine must now be considered as in need of replacement.

The operator can see an example of replacement needs by noting the condition of the pre-war automobiles and trucks that are still in service. Of necessity, a lot of people are having to wait to replace the old car, but the spirit of the time is exemplified in a new car. The old ones have outlasted their day and are becoming dangerous.

The normal outlook for a new year calls for making new plans and, with many operators, some steps toward expansion. The established operator must find some systematic way to replace old machines and in that way he will keep growing. Many small business men eventually reach a stage where they no longer wish to expand. But they keep growing by improving the equipment and services of their present setup.

The majority of established operators today obtained, or stabilized their routes pretty well as they wanted them during the war. Many of them do not want to extend routes any further, but they do want to improve by installing new equipment. To them, The REVIEW slogan, "Expand With New Equipment," means chiefly replacing all pre-war equipment with new machines as fast as they can do it.

A lot of operators also plan to use new machines to get new locations. A prominent Chicago music operator explains that most of the new machines he buys are put in new locations. A majority of his rank-and-file locations are still satisfied with the machines they have, and so the operator is able to expand by taking on some more spots.

That idea might be put in slogan form by saying, "Expand into New Locations With New Machines."

The new man, however, is likely to be the most logical agent to take new machines into new locations. For him, the slogan might read, "New Operators Get New Locations With New Machines."

If the entire Industry makes normal progress during the next year, new machines will be in the spotlight. And while the trade gives so much attention to new machines, plans should be made to develop thousands of new locations also.

Before the war, a few operators' associations had a special program for finding and cultivating new locations, and such an idea may become useful again. In recent months, it has been reported that a manufacturer of amusement machines is making surveys in different territories to find new locations that might be sold on the idea of letting an operator place machines in the place.

Before the war, new establishments opened up at the rate of about 12 per cent over a period of five years. There was a rush to open up new business places in 1946, then the pace declined, but now the rate is presumed to bring a 25 per cent increase in new establishments from 1945 to 1950. Operators must be on the alert to cultivate every new establishment. It can be assumed now that every establishment that caters to the public can use coin machines of some type. Get the new locations, and they will be better locations if you get them with new machines.

The two national conventions, in December and in January, will reveal much in the way of new machines. The aggressiveness of operators who buy these new machines will be depended on to develop new locations.

Walter W. Hurd

CHRISTMAS SUGGESTION:

GIVE YOUR PORTRAIT

•

MERGE STUDIOS

2115 West Pico Blvd. EX. 2458 Los Angeles 6, Calif.

Classified Directories Rich Source of Business for Operators

by CLARENCE BEARDSLEE

A strange thing happened in Chicago recently. A cafe owner wanted some automatic music in his place and had a dickens of a time finding an operator!

That man's experience points up a situation that music operators everywhere should keep constantly in mind. It is easy to overlook the fact that while the public is perfectly familiar with automatic phonographs, vending machines, and service machines, the general public doesn't know how the machines are operated or any of the other details that the operator takes for granted.

The cafe owner we just mentioned knew what an automatic phonograph is, all right, and he had had plenty of operators solicit him in the past. But for some reason, he had never wanted automatic music and he threw the operators' business cards away. Then he had a change of heart. He wanted music right now. There are hundreds of operators in Chicago—but as far as he was concerned they might as well have been in Dixie, because he didn't know how to locate them.

That may seem silly to the coinman who lives, eats and sleeps coin machines. But this cafe owner was like thousands of other businessmen. To make a short story shorter, he finally decided to look in the classified telephone directory, the Red Book, and there he found a couple of operators.

This man's cafe is now a top-flight music spot and the operator is making an excellent profit. The ironic thing is that any one of a dozen operators might have had a chance to get this location, which was *demanding* music. The operator who did get the location was one who realized that the classified telephone directory is one of the most important and readily accessible sources of business information for people in every city.

Stop and think how often the directory is used. A man's plumbing fails and water is flooding his store. He's never had plumbing trouble before and doesn't know any plumbers. He grabs the classified directory, looks under the plumber listing, spots a large advertisement which offers the service he needs, and gives that firm a ring. In a matter of minutes, his trouble is taken care of. Another man has to have a package sent across town in a hurry. The phone directory has a long list of delivery services. The man's in a hurry. He sees a big delivery service advertisement. A big ad means a big company, he reasons . . . a big company gets things done right . . . he calls the company that has the big ad.

Many other examples could be cited. All would prove that the classified telephone directory in every large and medium sized city is consulted for *sellers* of products or services thousands of times a day. These books not only are a mine of information, they are also tremendous sources of business for every type of firm. And it isn't a book that is hard to find. Practically everybody has it!

Why don't operators everywhere make more use of the classified directory advertising columns? There are many locations looking for operators, countless others which are dissatisfied with present service and ready to welcome a new operator if they knew where to find one, and others which would like to have cigarette, candy, gum or other merchandise vending equipment if they knew how to go about getting such service.

In most cities the location owner will find only a few operators advertising in classified directories. One of the reasons why so many operators overlook this source of locations is that they forget that theirs is a very specialized business. They talk with other operators, coin machine jobbers and distributors, and with location owners who have had long experience with amusement and vending machines, and eventually they assume that everybody knows that such machines are owned by operators.

However, that isn't the case. Ask any customer, "Who owns that machine you're playing," and nine times out of ten the answer will be, "The location." The general public doesn't realize that operating coin-controlled equipment is a big business. The customer puts in a nickel, out comes the music—and that's as far as his knowledge goes. He doesn't even wonder about who puts new records in the machine.

The same is true of many restaurant,

The *Key* to a Future of Better PROTECTION

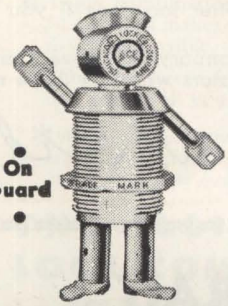
The ONLY Key that will Open the Famous

Shown about twice actual size.

The One and Only Ace ROUND Key. Patented by U. S. PATENT No. 1984202

←Note Individually Notched Muzzle

Chicago "ACE" Lock



• On Guard •

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction — protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. 2024 North Racine Avenue Dept. 9-B, Chicago 14, Ill.

THE MOST ASTOUNDING PIN GAME OF ALL TIME!

GOTTLIEB

HUMPTY DUMPTY

TERRIFIC ACTION

plus

HIGH SCORE!

SEQUENCE!

BONUS!

KICKER

POCKETS!

"There is no substitute for Quality!

GIVE TO Damon Runyon CANCER FUND

Featuring: SENSATIONAL

Player-Controlled

FLIPPER BUMPERS

An amazing Gottlieb innovation that incites enormously increased play and earnings! Super-sensitive finger-tip control buttons, on both sides of cabinet, motivate Flipper Bumpers. Unique Flipper action enables player to send balls zooming from bottom right back to top of playing field, whizzing and bounding around for super-high scoring! It's just what you've wanted for years, so don't wait! Your distributor has this game of skill and timing NOW . . .

ORDER TODAY!

D. GOTTLIEB & CO.

1140 North Kostner Ave.
CHICAGO 51, ILLINOIS

MEMBER

coffee shop, snack bar, youth center, and tea room owners. They just don't know about operators. Proof of this is that manufacturers frequently receive letters from far-away places requesting that a phonograph and records be shipped to a location where music is wanted.

Now that schools have opened again, there is increased demand for phonograph rentals for teen-age clubs and social centers. Many of the people who want machines for an evening's entertainment will have no way of locating equipment except through classified directories. In scores of cities, the operators who advertise in the directories will get the bulk of the rental business.

A survey of classified directories across the nation reveals the curious fact that in some cities coinmen make fairly large use of such advertising media, and in other cities hardly give them a passing thought. In Detroit, coinmen use full-pages—and in Chicago, coinmen only recently have started using the Red Book. The Los Angeles and San Francisco directories (in these two cities called the Yellow Book) have been preferred advertising media for operators over a period of many years. In the Southern states, directory use by coinmen is "spotty," while on the Atlantic seaboard directory advertising is quite good in the larger cities.

Inquiries directed to operator-advertisers in classified directories throughout the nation reveal that, with hardly an exception, such advertisers are well pleased with results. One Pittsburgh operating firm, which has been carrying this type of advertising for the past five years, figures that about a fifth of its present locations were obtained as a result of inquiries prompted by its directory advertising. A Los Angeles firm states that its quarter-page advertisement in the Yellow Book more than pays for itself in the amount of revenue it produces from party rentals alone. Several Chicago operators declare that before using the Red Book they had no idea how many locations and private individuals were looking for phonograph rentals—nor how profitable the rental business could be.

To those operators who do use classified directory advertising, here is a suggestion. If you operate several types of equipment, spot small advertisements under the various listings. Even if you have only a few cigarette machines, for example, an inquiry about such service, prompted by your advertisement may uncover a good location for music, candy machines, gum machines, scales, etc.

It is hard to call to mind any single publication, available to operators in scores of cities, which can carry the coinman's sales message to so many potential customers so constantly and so effectively as the classified telephone directory. The test of any advertising is sales results. Big sales results are exactly what telephone directory advertising is producing for an unaccountably few alert operators.

New Roll-down Game

BOSTON—Specifications have been submitted by engineers on plans for a roll-down machine to be manufactured by the Associated Amusements in 1948 in their plant in Beverly, Mass. Samples will be ready for display at the coming exhibit in Chicago.

Have You Heard?--ABOUT

D. GOTTLIEB & CO.'S

HUMPTY DUMPTY?

NEW! IT'S IT'S DIFFERENT!

IN SOUTHERN CALIFORNIA AND ARIZONA ORDER FROM

GOLD COAST COIN MACHINE EXCHANGE

2846 W. PICO BLVD. LOS ANGELES, CALIF.

PHONE RO. 7531

Sales Kits for Operators

by LOUIS KARNOFSKY

The number of businesses engaged in selling commodities who utilize sales kits as part and parcel of their merchandising program is endless. In fact, it is the exception rather than the rule for a salesman to stake all on the fluidity of his tongue and the affability of his personality.

In the Coin Machine Industry the opposite holds true: only a few scattered coinmen back up their vocal chords with brochures. Only a few send circulars through the mail soliciting locations. And the percentage of operators who combine an attractive mailing and an attractive portfolio is exceedingly small.

As competition increases in all fields of coin endeavor, the need for pursuing a thoroughly integrated sales program becomes readily apparent.

An exhaustive survey of the men who use kits reveals that regardless of the type of equipment, pictures are most popular.

The first thing the location owner wants to know is: What does the machine look like? If it's a small device—bulk vendor, counter machine or salesboard—the operator can carry it along with him. Otherwise, a clear photo will serve the purpose.

One successful wired music operator's sales kit is comprised solely of pictures. These show the beautiful mirrored cabinets on location at a number of installations, the central studio with the pretty girls and wide selection of records, and close-ups of the cabinets themselves.

The psychology of viewing a picture of a machine on location is simple. The unspoken thought of the location proprietor is: If XYZ Cafe, one of the finest eating houses in the city, has this man's machine, then it must be a good deal.

Some locations are "hep" to the fact that commission percentage isn't of primary importance; rather, it's getting the kind of equipment and service which will boost play, thereby making more money for both location owner and operator. But in competitive times, commissions are brandished aloft like torches before a haystack, and the solicitor must be prepared for unreasonable demands. Trade journal articles (such as "Adjustment of Location Percentage Poses Operator's Gravest Problem" from July '46 REVIEW), break down of costs of operation, and newspaper and magazine articles sympathetic to the operator's plight in this era of high costs, are all good fodder for the kit.

In the coin radio field, pictures of the various models and brief descriptions of what the cabinets are made of, size, type of radio—salient features only—plus "take" sheets on estimated revenue, contribute toward a favorable reaction. Also helpful is a letter of introduction by the manufacturer of the radio, designating the operating firm as bona fide representative. Testimonials by well-known hotels or motels or hotel associations have likewise proved effective.

A beverage machine distributor has issued a four-page pamphlet, listing typical questions asked by locations and the correct answers. The salesman can use it for a three-fold purpose: to refresh his own verbal approach, to soften the location by placing one in the mail prior to calling, or to hand to the owner when voiced objections become strong.

The operator must build his portfolio toward one important impression: that he has a well-organized business which bristles with efficiency. Pictures of the operator's truck or fleet of trucks, personnel in uniform, inside shots of the operator's warehouse, shop, processing rooms, and machines on location all tend to solidify that impression.

A printed list of established firms already using the operator's service explodes sales resistance and the owner asks, "Why not our company too?"

Reproduction of letters from satisfied location owners also helps. Here are some excerpts from the correspondence file of a large industrial caterer.

Douglas Aircraft: ". . . During the past six years which you have had the exclusive license to service our Pacific Coast plants, I have had a gratifying experience in seeing how truly valuable a service such as yours can be . . . We are now firmly of the opinion that this type of service is a definite aid to production, not only because it is a sound employee relations practice, but also because it provides a valuable mid-day pick-up for the worker."

Lockheed Aircraft Corp.: ". . . We wish to commend you upon the fine job you have done during the past year in furnishing candy and confections to Lockheed employees through your vending equipment."

Paramount Pictures: ". . . You render a dual service—first, as expressed in the gratitude of our employees; second, through your commission checks which we add to our fund for sending the many necessities requested by our employees in the Armed Services."

Chrysler Motors: ". . . Not once during the time you have served us have we had occasion or cause for complaint."

Here are some pointers to aid the operator in setting up an effective sales kit:

First consideration is kind and size. Inasmuch as most location counters are waist high, the easel type, with spiral binding at the top, is preferable. The operator can flip the pages as he speaks, and the proprietor can see and hear without discomfort or inconvenience.

The best size is approximately 11 inches high and 14 wide. This provides for sufficient display space to showcase the contents, yet it is small enough so the operator can talk over the top without standing on his toes. The portfolio can be bound in leather or heavy board material; paper should be top quality—at least 100 pound stock.

Size of printing and pictures should be large, thus saving the owner from squinting or wading through paragraphs of descriptive matter. No more than one major point should be highlighted on each page.

In arranging the material, the product should be featured first: pictures of the machines, both off and on location, plus outstanding qualities. It can be pointed out that the product is not merely a local one, but used nationally. Pictures of machines on location in other cities help substantiate the universality of its use.

The profit side comes in for consideration next. The no-investment-by-owner angle can be stressed and revenue derived by other locations cited.

The third part of the portfolio should prove the stability of the operator and the excellence of his service. The proprietor should be convinced that the operator is no fly-by-nighter, but will be on the job for months and years to come.

To emphasize dependability and permanence, the operator can show photographs of his trucks, personnel, shop rooms, and machines on location. The operator's position in the community should be enlarged upon. Membership in clubs and committees, efforts to combat juvenile delinquency, donations of equipment to churches and charities are all excellent. Testimonials from other locations or expressions of gratitude from any organization he has aided, newspaper clippings applauding his

Lightning Fast

$27.50
(Distributor Discounts)

The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 3 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

MEMBER

Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and
REFINISHING
All Work Guaranteed
Bring 'Em In!
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1429-31 and 1503 West Pico
Los Angeles 15
GIVE TO RUNYON CANCER FUND

activities, trade journal write-ups, etc., go a long way in convincing the owner that the operator is the logical man to install equipment in his place of business.

Regardless of whether a sales kit follows the lines suggested above, or is just a series of photographs or letters, it can be of inestimable value in building prestige and winning respect for the operator and the Industry.

But a kit cannot do the job by itself. It still takes a flesh-and-blood salesman to sow the harvest and sew up the location.

BUSINESS REVIEW

(Continued from Page 9)

that business in 1948 will be sustained at high levels, but at the same time the strain on the national economy increases with each passing day.

The man in the street looks at the situation and he feels that "all that goes up must come down" and there is general acceptance of the view that a crash must come some time. But voters in the recent off-year elections seemed to show no desire to check spending. In Chicago a whole list of city expenditures were voted, knowing that it meant more taxes.

A widespread feeling developed among the people during the war that government money is a big tonic to business and that tax money circulates much faster than money that goes into the banks, etc. Business leaders give much credit to the 37 billion dollars which the federal government is spending this year, and even the two billion dollars recently paid to veterans had a marked influence on trade.

Beginning in November, business and the country will be subjected for many months to political agitation of all kinds. Added to the political scene is the approach of a national election in 1948. Tax reduction and other important questions will be before Congress and the chief point in deciding all issues will be that of getting votes next November. Political agitation always effects business but most leaders do not think the government can stop the present inflationary tide, although government controls may be tried again.

In the midst of all this business surge upward, the Coin Machine Industry is prosperous and yet it has been caught by some very tough problems.

Operators of coin machines of all types have been hard hit by the fact that, in a time of rising prices, they can hardly increase their prices to the public because of the mechanical limits of their machines. The music division is trying hard to remedy this situation and is making some progress. Recently, it appears that operators of candy machines may be hard pressed to get more money for their product, due to the chocolate situation.

Operators are also hit by the general increases in costs, including the cost of living, and this shows up in buying fewer new machines.

In looking ahead to 1948, the manufacturers of vending machines show most promise of making big gains within the year. Delayed for two years after the end of the war by materials shortages, manufacturers of vendors are now reported to be ready to surge ahead in the new year. If inflation and prices continue to climb, operators will be pressed still more to find ways to increase their prices to the public.

A digest of some of the current reports on major points in the business picture are as follows:

AUTOMOBILES — Announcement of

It's HERCULOCK*

for Coin-Box Security

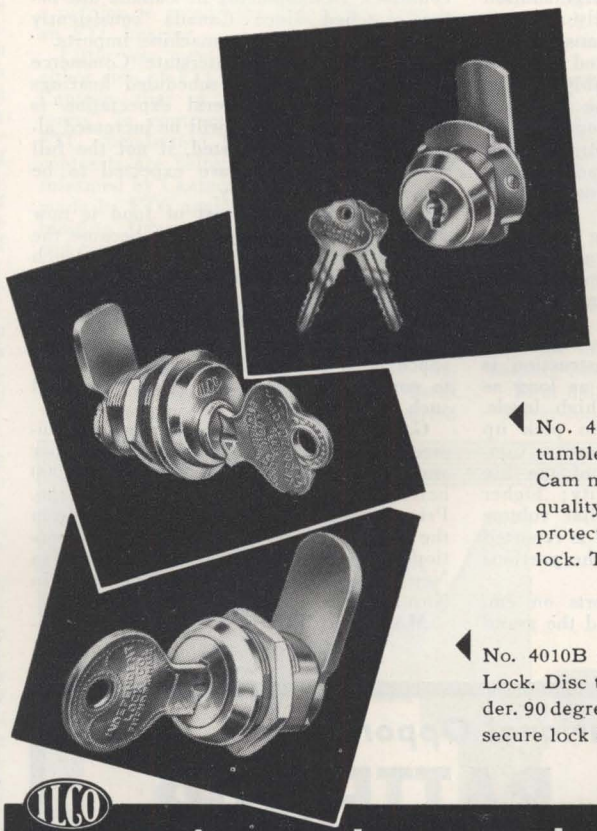
. . . . and Prompt Delivery

ILCO HERCULOCKS on your coin boxes are a *"Hands-off Sign"* to sneak thieves.

ILCO HERCULOCKS are pick-resisting, shock-resisting. They safeguard your "take" till collection time, then "give" instantly and easily at the turn of the right key. Plan now to give your coin boxes tight-fisted protection that pays off by using HERCULOCKS in all your new or change-over lock installations.

Cylindrical locks available in a variety of shapes, styles, and cam sizes — keyed individually or in groups. Write for free, descriptive catalog.

C-10



No. 4750 Improved Herculock — Maximum pick-resisting design. "Shark-tooth" key-way. Double-sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees. Thousands of key changes.

No. 4082S Cabinet Lock 5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting lock. Thousands of key changes.

No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.

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Fitchburg, Massachusetts

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NEW YORK, *25 Warren St.* • **CHICAGO,** *555 West Randolph St.* • **DETROIT,** *2109 Cass Ave.* • **PHILADELPHIA,** *508 Commerce St.* • **BALTIMORE,** *611 N. Eutaw St.* • **LOS ANGELES,** *406 Wall St.* • **SAN FRANCISCO,** *121 Second St.*

new 1948 models get increasing attention. Agitation about the black market in new cars also increases, and a recent grand jury report in Detroit may bring the federal government into the picture. Chicago dealers that do not sell at black market prices say their backlog of orders will require three years or more to fill at present rate of delivery. One auto manufacturer has been quoted as saying it will be 1950 or 1951 before customers can walk into a dealer's showroom and get delivery on a new car off the floor. The auto industry now expects to practically reach the goal of 5,000,000 cars and trucks in 1947 and some have suggested that the 1948 market will call for 9,000,000 cars, which the industry will aim to produce. Use of more aluminum in cars suggests a trend to lighter and maybe smaller cars; also there is trend to automatic transmissions.

CREDIT—Federal controls on installment sales ended Nov. 1 and trends are being watched carefully to determine how the public reacts to the situation. The removal of credit controls was expected to add to the inflationary movement. *Retailing* magazine made a quick survey of stores in several cities early in November to get a picture of trends, and reports indicated stores are using a wide range of credit plans, some stores even selling on "nothing down." Reports in Chicago indicated that some dealers in "used" new cars were offering liberal terms. In financial circles there is a marked tendency to urge caution on credit expansion and as early as October a tightening in business loans was reported. Holiday trade is expected to boost credit sales, and it will probably be the end of January before it can be seen how inflationary the end of credit controls may be. Congress may consider restoring credit controls. In the coin machine trade, finance companies are reported to be growing more cautious.

CONSTRUCTION—Building and construction is expected to show a 10 to 15 per cent increase in 1948. Home building has shown big gains in 1947 and commercial and industrial building has maintained a high rate since the end of the war. Road building and other public construction is expected to be held in check as long as industrial activity is at such high levels. Public work will be started to pick up noticeable slack in employment. Construction of all kinds is one of the big props of our present prosperity; higher costs mean a much higher dollar volume but the physical volume in 1947 is reported to be about 10 per cent above the previous vear.

EMPLOYMENT — All reports on employment continue favorable and the grand total hovers around the popular goal of "60,000,000 jobs." Since business and industrial activity are expected to hold such high levels in 1948, unemployment is not considered as a threat at the present time.

FARMERS—Farm employment is down during the winter season and retail and mail order firms are now catering to the farmer for his business. As mentioned in the introduction, wheat and corn are now big factors in the general business picture.

EUROPE—Aid to Europe is now a big issue before Congress and the nation and the final plans will be a big factor in the trends of business. The outlook is for some general plan to aid Europe, since both major parties have agreed that something must be done. The effect on business of aid to Europe, running into billions, will be to keep U. S. prices up.

EXPORTS—The sum of all reports on export trade in general is that the trend will be downward. Canada, an important customer for coin machines, is faced with the necessity of cutting imports from the U. S. and a wide variety of products have been mentioned. Official government reports on export of coin machines for the first eight months of the year showed total sales for the period to amount to $3,485,000, above the highest year of coin machine exports before the war. Coin machine firms in Chicago that do a regular export business say they notice declines in some countries. Developments in Canada are being watched since Canada consistently heads the list for coin machine imports.

FREIGHT — The Interstate Commerce Commission began its scheduled hearings in November and general expectation is that rates for railroads will be increased almost as high as requested, if not the full percentage. Hearings are expected to be prolonged into January.

FOOD—The high cost of food is now discussed in all business circles because the average family is said to be spending such an increased percentage of income for food that other goods are not being bought at the usual rate. The outlook is that food prices will continue to advance, and the advance is so serious that Congress is likely to consider a number of plans to control such prices.

GASOLINE—Gasoline demand was increasing during the first half of November and the nation's total stocks was 3,000,000 barrels below the same period a year ago. Price increases on gas were reported from the East and also in some Midwest sections. Gasoline allocations also started in New Jersey and in New England early in November.

MANUFACTURING — Industrial production on Nov. 1 had reached the highest level since August 1945 and most reports suggest that the high level will continue. Some reports suggest that output will level off early in 1948. The holiday period is expected to interrupt the high rate. Official government reports for the first nine months of 1947 put value of manufactured goods at the rate of $165,000,000,000 a year. Backlogs of orders in many industries still keep factories running at full capacity.

Many manufacturers of vending machines reported they are not able to maintain a high level of output, but operate intermittently, due to materials and labor shortages. One estimate of amusement games production in the Chicago area put output at the rate of 4,000 games per week in November. Manufacturers of bulk vendors are maintaing a good level of output.

MONEY—Money in circulation is showing increases and is expected to increase regularly until holiday trade is over. Financial papers reported signs of tightening business credit in October and banking circles generally are urging caution on credit as a check to inflation. Business loans began increasing in October and have gained steadily, in spite of the caution. Official report shows that bank deposits for the first six months of the year declined. Total bank deposits on June 30 amounted to $154,000,000,000 and bank assets were still higher. The total net public and private debt is now said to be about $2,050 per capita. Many reports are issued to show what the dollar is worth at present. One report put the dollar at 44 cents in August 1947, compared with a 100-cents dollar in 1913. Buying power of the average worker is now said to be below 1939.

PROFITS — Profit and dividend levels continue high, but most financial reporting agencies say profit level is showing a trend to decline due to increasing costs. More than two billion dollars in dividends were distributed to stockholders of 805 companies for the first nine months of the year.

RETAIL TRADE—Retail sales showed signs of slackening before the end of October and then holiday buying began its influence early in November. Trade for the holiday season is expected to be the highest in history in dollar volume. The holiday trade usually cuts spending in some other lines of business; in normal times coin machine patronage begins to show a decline about Dec. 15.

SURVEYS — Surveys are being used more and more to show the trends in business and also by individual firms to guide sales plans. But surveys received a black eye recently in Chicago, when the University of Chicago found more people saying they had seen a certain advertisement before the ad had appeared in print than after the ad had actually appeared in a popular magazine. It was evidence of the inaccurate statements people make in surveys.

TAXES—Taxation will be much in the news for several months. The majority party in Congress seems to have postponed the federal tax bill until January, and reports also suggest the trend will be toward increasing excise taxes in 1948.

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ARCADE PITCHING GAME FOR SALE

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Greatest money-making Arcade Machine. Should earn $150 or more per week!
Requires space 39x14'x11' ceiling.

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WASHINGTON, D.C.

Reported by
ROY S. RAMSEY, JR.

Congress and Petrillo

Congress appears ready to launch a concerted drive against James C. Petrillo and his American Federation of Musicians, if the union goes ahead with its threat to ban the making of phonograph records after the first of the year. Leaders of the drive are expected to be Representatives Fred Hartley of New Jersey and Carroll Kearns of Pennsylvania. Kearns is chairman of a special House Labor subcommittee investigating the AFM, while Hartley is chairman of the full Labor Committee and co-author of the Taft-Hartley Act.

Before a clear-cut policy can be established, the two Congressmen are going to have to get together on tactics. Kearns, a former member of the union, has been pursuing a conciliatory attitude towards the adamant stand of AFM on forbidding duplication of music over standard and frequency modulation radio stations, and he is considered certain to try to settle the disc problem through negotiation with Petrillo.

On the other hand, Hartley feels that getting tough with the union boss is the only way to bring Petrillo in line. His announced plan is to have Congress pass an amendment to the Taft-Hartley Act which would make unions liable for prosecution under the Sherman Anti-Trust Act for any action in restraint of trade in interstate commerce. He has expressed his belief that a work-stoppage in the recording business would fall into that category. In that belief, Hartley is joined by Representative Richard Nixon of California, a member of the Kearns subcommittee.

Hartley feels confident that the amendment can be passed during the regular Congressional session since the House voted in favor of the provision by a 3-1 majority when the Taft-Hartley Act was under consideration last year, although it was dropped from the Act in a joint House-Senate conference.

Justice Department lawyers told THE REVIEW that they are doubtful of the agency's authority to take independent action on the union's stand under present law, but that they are "carefully watching the situation."

Local music men are not impressed with statements from some record makers that the ban will have only slight impact on the automatic phonograph industry. In Washington at least, operators are worried. They point out that regardless of the backlog of recordings built up by disc companies, it is doubtful if any records can be made of hit tunes which develop after the first of the year. "My business is built chiefly on hit tunes," one operator remarked, "and if I can only get old stuff next year, I might as well quit."

Canteen Before FTC

Federal Trade Commission is due to issue a ruling in the next two weeks on the motion of Automatic Canteen Co. of America for dismissal of FTC charges against the vending firm. The forthcoming decision is likely to set up a precedent for interpretation of the section of the Robinson-Patman Act Canteen is accused of violating. This particular section makes it unlawful for a respondent to "knowingly induce and receive price discriminations" which are not justified by a corresponding savings in cost. The section, however, is not altogether clear as to whether an FTC action for violation of the clause should be brought against a buyer like Canteen or against a seller.

Canteen is claiming that any lower prices it received from suppliers of candy and gum, were given only because the firm's large and direct purchases resulted in cost savings. Canteen further contends that Congress in framing the Robinson-Patman Act intended the section in question to apply only to a seller. This argument was developed in full by Canteen at a recent hearing on the dismissal motion. Canteen legalists also argued that FTC has failed to build a "prima facie" case showing that any violation of the Act has occurred.

On the other hand, FTC Trial Attorney Austin Forkner cited numerous letters from suppliers to Canteen which, he declared, proved that Canteen "knowingly induced and received" lower prices than competing buvers without any justification. Canteen's arguments against the Act, he remarked, might better be made before Congress in a petition to amend the law, rather than in an FTC hearing.

Little was mentioned at the hearing by either side of FTC's second charge against Canteen—that of maintaining "restrictive terms" in contracts with its distributors. FTC officials told THE REVIEW that "these contracts are being, or already have been, reframed by Canteen." Objections had been made by FTC against contract clauses prohibiting Canteen distributors from using competing merchandise in leased machines and from leasing machines from any Canteen competitor.

Federal Tax Reports

Bureau of Internal Revenue recently issued statistics on state-by-state coin machine tax stamp sales during the 1947 fiscal year. Bureau officials, however, admitted to THE REVIEW that it is impossible to determine the number of machines in a given state because of the way the tax stamps are sold. It seems that persons liable for the tax may purchase one stamp in varying price ranges from $10 to $1000. Only the total number of stamps sold in a state is tabulated by the Bureau. Thus, one stamp may cover anywhere from one to one hundred machines.

For what it may be worth in designating the leading coin machine states—here are the states where the most stamps were sold. New York — 32,618 amusement device stamps and 1,323 gaming device stamps. Pennsylvania — 31,144 amusement stamps, 5,544 gaming stamps. California—29,951 amusement stamps, 10,949 gaming stamps. Ohio—24,821 amusement stamps and 4,449 gaming stamps. Illinois — 23,825 amusement stamps, 7,813 gaming stamps.

Official Candy Report

Candy sales by manufacturers increased sharply in September over August sales, Commerce Department disclosed recently. Sales were also much higher than for September, 1946. Dollar volume of manufacturers' sales was 50 per cent above August and 53 per cent above the preceding September. Total estimated September, 1947 dollar sales were $67,765,000. For the first nine months of this year, the estimated figure is above the same period last year by about $168,000,000. Largest volume of September sales was done by Illinois, which produced $22,465,000 of the total, Commerce estimated.

Local Washington News

Local inventor Glenn J. Koepenick and two Philadelphia inventors have come up with a new hot coffee vendor, which is described as a humdinger. Several of the java machines have been placed in the National Capital with Government Services, Inc., which has the food concession for most of the Federal agencies. The machine, according to Koepenick, serves fresh coffee, complete with sugar, cream, and a spoon for one nickel. First reports indicate the machines on location are doing a rushing business.

First half-dozen pin ball machines of the "player-controlled" type placed in Wash-

TOM TOM

FOR PINGAME LOCATIONS

FOR ARCADE LOCATIONS

An entirely new idea. Built by experienced coin machine men.
This is a HAND-MADE game. Tailored like a Cadillac. Not a production item.
Your distributor has samples. If not, write to us direct.

P & S MACHINE CO.
3017 N. SHEFFIELD AVE. CHICAGO, ILL.

ington arcades are attracting the biggest flood of nickels of any machines in local history, pleased operators reported to this reporter. Customers flock around the pinballers by the dozen anxiously awaiting a chance to insert their jits. The opportunity to kick the balls around the playing field without suffering a "tilt" penalty is proving irresistible, it is said. At the same time, vendors on location are not doing very well. Cool weather has tumbled beverage sales, while the name brand candy shortage is injuring this type of vendor.

Personality of the Month

THE REVIEW'S HALL OF FAME

F. McKim Smith

F. McKim Smith believes that the only reason he's head of the Amusement Machine Owners Assn. of Atlantic City and president of the National Assn. of Amusement Machine Owners is that no one else wants the jobs.

It is true that anyone who'd visit his office on Central Pier in Atlantic City would fast be dissuaded from heading up NAAMO. For there he would see Smith busy as a whole beehive directing activities of his huge arcade and at the same time administering association affairs. Few men would be willing or could sacrifice the time from business that he devotes to outside affairs.

In addition to these activities, he's the editor of the NAAMO Bulletin and does most of the writing and editing for the association organ, which reflects Smith's newspaper background. He's also active in Atlantic City charities.

Perhaps the greatest reason why Smith heads associations is that he loves the Industry and people know he'll work for it.

And yet he came into the Industry almost by accident. Nine years ago he arrived at Central Pier with the idea he'd open the biggest golf center at any amusement resort. He had plenty of equipment and know-how for this work. He was a ruddy-faced golf professional with an impressive golf background as teacher, administrator, player and editor.

He had been the golf pro at the Downtown Athletic Club, New York, the world's largest private club. Previously, he operated a golf school on the 53rd floor of the Woolworth Building. He had been an organizer and president of the Professional Golfers' Corp. of America and had been connected with five outdoor golf courses. On the writing side he was publisher and editor of *Downtown Golfer*, edited *Professional Golfers Weekly*, and was at one time sports editor of the *Flushing Daily Times*. He also wrote sports columns for various newspapers.

One thousand dollars for Damon Runyon Cancer Fund! Carl Hoelzel, United Amusement Co., Kansas City, presents check to Herb Jones of Bally Mfg. Co.

How did all this get him in the arcade business? His Atlantic City Golf Center on Central Pier was a chip and putt place which also had driving ranges, until one day Smith acquired a coin machine game—just one. That was enough. The first was a *Ten Strike* bowling game; then he added an Evans *Ski-Ball*.

Smith became more and more intrigued, as did his patrons, by the machines. Pretty soon he started moving out some of his golf equipment to make room for more coin equipment. Now you can't find so much as a wooden golf tee in the whole place, which goes under the name of "Smith's Gameland."

Instead, he has 165 machines of all kinds operating in an 11,000 square foot area in the very heart of Atlantic City's famous Boardwalk. There is hardly a modern coin machine that is not among his array of attractions. He is a great believer in keeping machines fit and in obtaining new attractions. Consequently, his arcade is a showplace for equipment.

Atlantic City during the season is a busy place, with the words "mad house" usually being the ones applied to describe the excited and eager crowds that throng its beaches and amusement centers. During the season it is not unusual to find Smith filling in at chores all over the arcade, from raking balls on the poker table games to holding a baby while mamma plays a game. And no visitor ought to try to take up any of his time on a summer Sunday. On a Sunday he spends hours darting around the arcade, relieving his employes and trouble shooting generally. Golf was never like this.

Of course, business wasn't always what it is now. During a pre-war winter, Smith remembers a bootblack who used to make "Gameland" a part of his round. The bootblack looked at the empty arcade, measured the physical capacity of the proprietor, and said: "Why don't you go in the bootblack business, Mister? I make more money than you do." He wasn't kidding, either, says Smith.

Business this summer isn't holding the volume of last year, either, but it is nevertheless going to be a profitable operation. To help him he has his son, Don, 20, a Navy veteran; Miss E. Vaughn, his secretary, and an entire staff including mechanics.

Despite business and association affairs, he has devoted much time to certain charities, including the Betty Bacharach Home for Crippled Children. There are many patients at the home who are strapped to their beds for treatment and he and Miss Vaughn act the part of Mr. and Mrs. Santa Claus for them, not only at Christmas time, but throughout the year. They constantly send them coin machines and Miss Vaughn sings for them. Smith became attracted to the home when one of his own employees suffered infantile paralysis and was taken there for treatment. He and Miss Vaughn visited the employee, a pretty girl, and after entertaining her began to entertain other patients.

At present he's also busy in the affairs of the first course in the United States to train mechanics for coin machines. This course is being given under the GI Bill of Rights for veterans at the Manhattan Trades Center, New York, under NAAMO sponsorship. But it is little surprise that he is active in such a project. Smith is active in almost any project to better the lot of arcade owners, and it may be that this is the reason he's president of NAAMO, instead of the reason he advances, that "no one else wants the job."

Two New Consoles By Bally Mfg. Co.

CHICAGO—*Wild Lemon* and *Double-Up*, two new bell-consoles featuring three spinning reels with the familiar bell-fruit symbols, are now being delivered by Bally Mfg. Co.

Wild Lemon has a lemon light flashing on the back glass and changing odds. *Double-Up* is a hold-and-draw type game; a double-score spinner goes into action on every play and automatically doubles the award if lit symbols match symbols on reels.

Both games are available for nickel or quarter play and can be converted to automatic or replay operation.

George Jenkins, vice-president and general sales manager of the company, reports that *Triple Bell* and *Hi-Boy* consoles continue in regular production.

Tradio Ready With "Tradio-ette"

ASBURY PARK, N. J.—Tradio, Inc., has unveiled *Tradio-ette*, a coin-operated radio designed and engineered especially for booth operation in restaurants and bars.

According to Victor Trad, president of the firm, *Tradio-ette* is the smallest coin-operated radio in the world, measuring 7½" long, 7½" wide, and 5" deep.

Tradio-ette has been in the firm's laboratories and on test location for the past year. Having passed the most rigid requirements, it was placed on a full scale production basis.

Bally Active in Runyon Fund Campaign

CHICAGO — Bally Mfg. Co. started the Runyon Fund drive with a $5,000 contribution, and it wasn't long before company employees, distributors, operators and suppliers followed through with sizable contributions.

Herb Jones, vice-president of the firm, reveals that employees have given $800 to date; Bally distributors, $9,950; operators, $2,298; and suppliers, $5,770.

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(Ponser's Fabulous Roll Down)
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IMMEDIATE
DELIVERY!
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Immediate Delivery
ABT COIN CHUTES
and
COMMERCIAL COIN
DETECTORS
Mills Vest Pocket F.P.,
Chutes $3.50
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1429-31 and 1503 West Pico
Los Angeles 15
GIVE TO RUNYON CANCER FUND

REGIONAL BUSINESS REPORT

BY REVIEW REPORTERS

Foreword

Most reports from trade centers mentioned the normal seasonal trend to indoor locations, delayed this year because of unseasonally warm weather into October.

Reports about amusement games put more stress on the growing use of the type of machine that has come to be known as arcade machines. Restrictions in some important territories, now said to be a big market factor, leads to fewer sales of pin ball and more arcade machines. Competition among amusement game operators for locations is now becoming real and has almost reached the same degree as competition among music operators.

The manufacturing center in Chicago reported at least two pin ball games in the limelight in November and some others showing good promise of being hits. The trade keeps hoping that at least two big cities will license pin ball again and thus set an example for other cities all over the country. Some of the city license reports show a decline in use of pin ball games.

Music operators are reported from various centers to be thinking of two things: how to get more front money and what the Petrillo record ban may develop. Tavern trade seems to be definitely down, so that some music operators say they do not have the heart to ask for bigger front money. Reports also suggest that recent plans in different cities to shift to dime play on phonos is not a success in the average location.

In Chicago some 20 locations were being carefully watched by the Illinois Phonograph Owners Assn. to test the idea of having only dime and quarter chutes, with two records for the dime. The report is that the plan is not a success. This experience seems to agree with reports on tests in other cities.

On the threat of the Petrillo record ban, music operators in most centers do not seem to be worried about future record supply.

Soft drink vendors seem to be increasing in most centers, or at least are getting more and more attention. The fact that sales of soft drinks can be profitable in winter is becoming impressive. Hot coffee vendors are getting more mention, too.

Cigarette vending seems to bring optimistic reports in most cases: price adjustments due to taxes are still being reported.

In the candy vending field, all reports relate to shortage of popular brands, to increasing costs and smaller bars.

Some regional reports by our correspondents are as follows:

Boston

Operators of music machines are making every effort to secure more front money from locations, but they are confronted in many cases by competition. Most operators in Boston and vicinity try for $15 front money, with success on the part of some, but locations prefer not to pay it. They want 50 per cent of the whole amount of coins in the machine.

The thought is expressed in the trade that there are ways and means whereby music operators will be able to secure this money. It is understood that members of an association of Massachusetts operators are working on the problem.

As a whole, returns from vending machines of all types continue to show increasing pickup in the Boston area as the fall season progresses. The unseasonably hot days in October tended to slacken business from candy machines, but now with cooler temperatures, sales should step up considerably. Operators are getting plenty of candy, but with prices raised by manufacturers, profits to the operators are less. Some candy is 15 to 20 per cent higher than before the war. The size of candy bars has been reduced so that the customer receives less for his money.

Chewing gum is about 15 per cent higher than before the war, so that profits from this merchandise are less. One operator says he is "watching the price of candy to see what is going to happen."

The music machines in some quarters fell off in the returns in some quarters, but increased in others. Operators of candy machines and cigarette machines, at least in some quarters, find it difficult to obtain as many as they want.

Cincinnati

Cigarette vending showed a slight decrease from last month, attributed to the coming of cooler weather. Business continues to be very good, however, with healthy increases over last year. There has been no impact on the machines because of over-the-counter price cuts by some chains. *Luckies*, *Camels*, and *Chesterfields* again led the parade in that order.

Chewing gum sales are leveling off to where they should be. The public seems to have gotten over its shortage hunger complex, and buying is now for immediate pleasure, rather than for hoarding. Grosses are termed very satisfactory and supplies plentiful.

Unusual October temperatures helped the soft drink automatics, but sales fell off normally as autumn timidly entered. A peculiar phenomenon in the theater trade is that when the weather is cool, soft drinks fall off. But, as soon as the heat is turned on, no matter how cold it is outside, drink consumption increases. It is this phase which is now being experienced here.

With drinks easing off, candy sales went up, showing a small, but normal increase over last month, and still much better than last year. Although candy prices were tilted, operators are hopefully holding the nickel line, and praying for the full return of the standard popular bars which are still hard to get.

Nut sales were a shade better than last month. It seems to need a good run of brisk weather to make folk nut-hungry. The weather has precluded this. Supplies and varieties were very good.

Music and the games were both down from last year, due to the drop in tavern attendance. Receipts of bars were reported to be down 30 to 50 per cent for the nation, but Cincinnati's drop was only about 23 per cent, it is estimated. This ties in well with the 20 per cent figure mentioned by a local distributor in the October business report, as being his idea of the pin and music decrease.

Reaction is mixed as to the effect of tavern television installation on phonograph play. Your reporter called on one downtown tavern owner, who claims the boxes and games showed no change since the showing of tele in his cafe.

Most operators are inclined to pooh-pooh the whole idea as a flash-in-the-pan, while admitting that possibly five per cent of the decrease is due to tele. On the whole, they attribute decline in revenue to the high cost of bread and butter, and the subsequent cutting of spending money.

But a ray of hope has just been flashed to the Industry in that the local boxing moguls have placed a "cease-and-desist" against the televisioning of prize fights conducted under their aegis. It seems that on the night of the last big match here the rain kept the attendance down to a minimum, but the cafes played to SRO, and for free. As a result, the radio and fight people have gone into a huddle, but latest reports say the ring boys are off the pix for life.

The ukase of Petrillo which "broke the records," was received rather calmly here. The record people say operators may be a little cagey about estimating their future needs, but sales of records to the general public reached a new high for the year.

Al Miller, sales manager for King, the only local manufacturer, reports his com-

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pany has enough cutting material to last from two to three years.

Distributors do not find that the ban has affected the sales of music boxes and report business as good as can be expected.

Old man weather kept down arcade receipts, but things are expected to pick up shortly.

Columbus

Reports on coin machine business here range from very good to very poor. Some operators are quite optimistic about the general business outlook, while others view things in a pessimistic light.

On the very good side of the ledger are the cigarette machine operators who report that sales are excellent on their routes. New machines may have a lot to do with this for there have been several new types and makes of cigvendors placed into operation here. One operator said his cigarette sales during the past year — and in recent weeks, especially — have increased as much as 300 per cent over those of 1946. He began citing increased demand for one brand of cigarette in particular, then decided abruptly that the demand for all popular brands was quite good, without choosing any one of the dozen or so he handles.

Backing up the vender's story on cigarette sales is the recent monthly report by W. D. Bailey, chief of the division of cigarette tax, Ohio Department of Taxation, which declared that cigarette tax stamps sales continue to show a sharp increase over 1946. Receipts for October 1947 totaled $1,494,776, while October of last year disclosed figures totaling $1,392,344, an increase of $102,432 thus far this year. Total net sales to Nov. 1, 1946 amounted to $12,914,067, while this year's figures yielded $13,594,598, an increase of $680,531 for the first ten months of 1947. Percentage of increase is in excess of five per cent.

A gloomy portrait is the one painted by some pin ball and phonograph operators. The same cigarette machine operator mentioned above said his pin ball business is just as bad as his cigarette business is good. In the words of another operator, reviewing the pin ball and music box business, things right now are "pretty tough." He said there is absolutely no comparison with business last year. When queried as to why things are that way, he opined that "people are just not spending money this year like they did last year." In addition, he viewed with some concern the increased competition which has arisen in the Columbus area in recent months.

While new machines have been made available for replacing the war-weary consoles and phonos, at the same time the influx of new equipment has enabled some coinmen to expand their routes, while allowing newcomers to compete for some of the present locations. Competition becomes even fiercer as bargaining with locations gets to such a fine point where one coinman must give in or lose money.

Stamp machines show a fair profit, but so many of them just occupy space, because of poor locations and because of repair difficulties. Rather good payers are those which are on location in active drugstores which handle an extensive line of greeting cards.

Soft drinks continue in good supply, although the demand for this type of refreshment slackens at this time of year. Price caused some unusual activity here recently. A large chain grocery dropped distribution of a large cola line when there arose some differences over price. The cola company advertised in papers that it had reverted to six-for-a-quarter sales at retail. The chain grocery reported that profit margin was too narrow under this situation, so line was dropped. This will allow for greater machine distribution of the product.

Candy machines are almost always filled with sufficient quantities of the better known sweets, although there is a tendency to limit the number of items containing higher-priced chocolate. Bars continue small and the outlook is for even smaller ones in the future. Report has it that some will decline to one ounce or less in weight.

Philadelphia

Business of all kinds in Philadelphia is good generally. This fact, more than anything else, is what is carrying the vending and coin machine trade over the period of postwar adjustment and expansion under inflationary conditions.

Inflation does hurt the coin machine business. Operators are facing rising prices, but themselves continue to give the public the same goods and services at pre-inflation prices. They could not do this for long were it not for good volume, which is the direct result of high level employment, payrolls and spending.

Federal Reserve Bank employment index for September here was 109.2, which compares with 1939's 83 average. Payroll index in September was a smash 216, compared to the 1939 average of 78.4. Merchants, who a few months ago would venture no prediction about Christmas and winter business are now not afraid to prophesy optimistically. People are coming into the market places.

Much of the spending that's being done is in places where coin machines are on location. Warm weather, continuing into November, kept the corner candy store busy nights dishing out ice cream. Vendors and games in such stands have benefited. The warm weather has also helped soft drink machines. At the same time, the coffee machines which are fast spreading in industrial locations here have reported big jumps in collections — for the weather has not been too warm for a hot drink.

Cigarette vendors have also been doing well. Many smokers who customarily shied away from cigarette machines because of the price differential between them and counter sales have finally awakened to the fact that there no longer is any differential — for since imposition of a two cents additional tax here on cigarettes, counter sales and machine sales are at the same price.

Business in theaters has been picking up and vendors and scales in such places are reporting good collections.

Phonograph machines are still suffering from television competition. Many operators had hoped that, with the end of the baseball season and the frequent night games that were televised, patrons would turn away from the telescreens and push nickels into music boxes. But they reckoned without two new factors — one was the opening of another television station (Philadelphia now has two stations in operation, with a third to start in a few months), and the other was the heavy fall and winter sports program. Hardly a night passes that does not offer a telecast over one of the two stations of either a wrestling match, an ice hockey game, a basketball game, or a football game.

Games are reported holding about the same, with pin ball play the most profitable part of this part of the coin business. Some of the game operators are getting into vending fields, with pop corn, as noted last month, being considered a good moneymaker.

Many operators seem to be pointing for outside locations as never before. Pop corn machines, especially, are being given outside spots, although candy, nut and gum vendors also are sprouting in areaways between windows. Theory is that a passerby or window shopper is a machine customer although he never intends to enter a store.

Pittsburgh

District's business index rose 2.6 points recently, reaching the highest level since August 2, according to the University of Pittsburgh's Bureau of Business Research, a reliable barometer. The index was reported at 197.5 per cent of the 1935-39 average, compared to 194.9 per cent the preceding week.

Department store sales indicated a counter-seasonal increase, combined business of the 11 department stores for the year, to date, being 12.5 per cent higher than during the same comparative period last year.

SPECIAL DECEMBER SALE

Because San Francisco started operating one-ball free-plays, all our latest 5-balls will be sold at drastically reduced prices during December only.

Exhibit's Tally-Ho Genco's Bronco Marvel's Oscar	Williams' Ginger Chicago Coin's Sea Isle Gottlieb's Humpty Dumpty	$224.50 EACH

WANT TO BUY FOR CASH:

BALLY VICTORY SPECIALS AND SPECIAL ENTRIES

Wire collect, phone MArket 1-3967 collect,

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GOLDEN GATE NOVELTY CO.

701 Golden Gate Avenue San Francisco 2, Calif.

PLACE YOUR ORDER NOW FOR

Keeney's New "GOLD NUGGET" 2-Way Console Winner

*Here is the new Keeney 2-Way Console that makes operators, locations and players all exclaim, "This is IT" Keeney's GOLD NUGGET—a winner from top to bottom.

Each time the machine operates, a flasher on the backboard lights up one of the 8 scoring combinations (such as 2 cherries, 3 oranges, etc.) signifying a much greater award is to be made should the reels stop on a like combination. EXAMPLE: If backboard flasher lights up 3 lemons with a single coin and the reels stop on 3 lemons, the award increases automatically from 8 to 36. Two coins increase the award from 8 to 100. Imagine! Scores up to 100 on the three Lemons! Up to 200 on the plum combinations instead of the usual 16. What a "come-on" for players!

Little wonder that experienced console and veteran bell-fruit operators pronounce Keeney's "GOLD NUGGET" to be the best yet! SEE IT . . . PLAY IT!

BADGER SALES CO., INC.

2251 West Pico Boulevard

LOS ANGELES 6, CALIFORNIA

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CONVERTIBLE FREE PLAY—PAYOUT

New motor car registrations indicated a sharp gain.

In addition to this, eight all-time production records were set during October by Carnegie-Illinois Steel Corp. and National Tube Co., in Pittsburgh district plants.

All of this means that everybody seems to have more money, and is in a position to spend more freely than heretofore. One result is apparent in that coin machine operators are reaping the benefit through increased business in their line. Accordingly, they are preparing for a busy winter, now that cooler weather has arrived.

Meanwhile, the city has been doing a thriving business in granting permits, as indicated by the total tax on amusements which, during the most recent 16-month period, has mounted up to $44,328. A sizable chunk of this sum emanates from pin games and such, which is pretty fair indication that the coinmen are benefiting from a reasonably-good business.

Coinmen who specialize in soft-drink vending report that business through the hot summer months was at least tolerably good. Although there has been a slight let-up in their line, with the advent of cooler weather, operators are not worrying to any great degree.

It was reported that sales of cigarettes through vending machines have not yet attained sufficient volume to offset the almost confiscatory biennial emergency tax of four cents a pack, imposed by the Commonwealth. As a result some few of the smaller operators have been forced to drop out.

Prices of cigarettes have been ranging all the way from 19 cents, noted in a few places, to 23 cents. The machine venders have adhered to the first price established by them, that is, 20 cents a pack, but have had to be on the job at this figure, to make both ends meet. Venders had counted on a 30 per cent increase in the volume of cigarette sales, to offset the doubled tax, but up to now they have failed to meet this goal, the best that most of them could do being to hit a 20 per cent increase.

Salt Lake City

The Coin Machine Industry was one of the first to feel the effects of a strike in early November which threw 5,000 mine and mill workers out of their jobs.

The strike was short-lived, lasting about two weeks, but there was a noticable cut in the play of music machines as well as amusement devices.

Another hurdle which operators must take in the very near future is annual licenses for their machines. These licenses fall due in Salt Lake City Jan. 1.

According to F. K. Arnold, license assessor, there are 250 licensed phonographs which require a $15 permit. The fee for amusement devices such as pin ball games is $25 for each six months. During the first six months of 1947 there were 408 such games licensed by the city, while the second half showed 362 on the city books.

The vending machine fee of a $1.10 per nickel machine and 25 cents for the penny machines also are due at this time and there are 1091 machines on the city record.

Ordinarily, there are about 600 machines operating in Salt Lake each year, but because of a Centennial year during which there was a year-long series of celebrations to attract thousands of visitors, there was a general tightening up on the amusement games. Payoffs were declared illegal and the attractiveness of the games was limited. However, games in the county outside of Salt Lake are allowed to operate more freely.

St. Louis

The pressing problem of declining incomes on routes, as matched against costs conservatively estimated at more than 125 per cent above prewar, were discussed at the October meeting of the Missouri Amusement Machine Assn., comprising games and music operators, who represent 50 per cent of St. Louis coin machine personnel.

During the meeting, President Louis Morris brought out the fact that location owners have increased their prices to offset their own higher costs, while the hapless coin machine operator has no way of doing so, other than effecting a better location split.

"Costs are hitting an all-time record," Lou indicated, "while the operator is hamstrung by the definite limitations on machine earnings. All of our members who have experimented with the ten-cent slot found this cut nickel intake tremendously, and most of those who have attempted to get more front money or an increase in operator's percentage have lost locations or met with stubborn resistance."

Operators were invited to air their views on the problem, but nobody to date has come up with a proper solution. The present standard 50-50 split is the way the average location owner likes it, points out operator Ted Keyes; and any attempt to make a change brings resentment.

"Around Farmington, where my headquarters are located, bars are losing business right and left," Ted pointed out. "The phonograph looks important now toward paying rent and salaries, and I can't reasonably ask an owner to make a change."

An active fight is being carried forward against a proposed increase in amusement tax on St. Louis movie houses. This would bring the tax to 28 per cent, say theatres

who are posting signs inviting customers to cooperate by writing their aldermen. Operators, who fear a similar increase in phonograph and pin game taxation, are keeping their fingers crossed that the theatre owner's association wins out.

Location jumping appears to be a problem again in the St. Louis area, particularly out in the suburbs, a few operators report. Whether offers of outlandish commissions, "free deals" and high percentages are coming from newcomers, or out-of-towners, remains to be seen. A committee of the United Operators of St. Louis will look into the matter before Christmas.

Twin Cities

October's unseasonally warm temperatures in Minneapolis and most of Minnesota didn't please coin-machine operators any too well, but the first cold spell in early November brought with it promises of an immediate upturn in general business for operators.

Many distributors and operators believe the trend is toward more arcade equipment. Oscar Truppman, of Bush Distributing, is one distributor who has noticed the swing toward arcade games. After a swing through southern Minnesota and Wisconsin, including Milwaukee, he found general business was excellent, with arcade sales best.

Soft drink dispensers are becoming more plentiful, with Coca-Cola advertising its new line of coolers. With the sugar shortage over, more carbonated beverages are becoming available for coin-dispensers and the coin-coolers are becoming quite fashionable in more and more locations.

A slow but steady pickup in vending machine business has been noticed by operators in the area. During the summer, business was fairly quiet, what with shortages, hard-to-get equipment and low supplies of candy in particular.

Now candy is becoming more plentiful and new locations, particularly in industrial firms, are getting big play from operators. Competition is becoming keener among the score or more of venders here.

Solid chocolate bars still remain the favorite by over 50 to 1 margin, according to LeRoy Johnson, of Canteen Co. in St. Paul, largest vending machine operator in these parts. However, Johnson is worried about the increased costs of chocolate, stating that coating quotas are off 19 per cent now, indicating a drop in chocolate items is near.

Johnson, who is president of the Minnesota State Vendors Assn., sees little hope for much relief in the form of more equipment in 1948. He blames the steel shortage which he thinks won't pick up much by next year.

Cigarette venders have had to swim their way through numerous new taxes and threatened taxes during past few months. The July 1st 3-cent-per-pack state tax upped the machine price to 20 cents. A few operators continued the 17 or 18 cent rate, with penny refunds, but most of them gave it up as it was cutting their own throats.

St. Paul city councilmen threatened an additional penny-per-pack tax but the idea was tabled when other means of obtaining revenue was voted. Venders and cigarette wholesalers banded together, ready to fight the proposal had it gone much further. Consumer resistance was feared if any additional taxes were passed along.

Music machines are continuing at rapid pace in distribution, with many new models appearing in distributor showrooms. Demand is increasing for the fancy machines from taverns, restaurants and other spots. With the winter weather on in full swing now, increased collections are anticipated by most operators and more locations are opening up, according to distributors.

The Petrillo recording ban naturally is provoking much conversation among the trade. However, it's the opinion of most of the boys that large recording backlogs by the record manufacturers will stem the tide for at least a year or possibly two, hence the local operators are none too worried at the moment.

The lads that are really taking it on the chin are the candy machine operators. Some say they've got "their backs against the wall," due to the increased costs in candy that they cannot pass along to the consumer.

Laymon Enthusiastic Over Bally's "Hy Roll"

LOS ANGELES—"We've been associated with Bally for so many years that operators just naturally think of us when they think of Bally and when we tell them we've something new by Bally that will really ring the profit bell they take us at our word and put it on the dotted line." So spoke Paul A. Laymon in commenting on the reception accorded the new roll down game *Hy Roll* which is now being shown.

"Operators have been in to see it in droves," said Paul "and there hasn't been a dissenting vote as to its popularity and potential earning power on location. The reception has been marvelous and there is no doubt but what it is *the* game for all legal territory."

Laymon has been particularly active in the Damon Runyon Cancer Drive and has distributed documents to all jobbing and distributing establishments for operators to sign and pledge their donations. Anything from a dollar up is appreciated and acknowledged by letter and a pocket card and operators are supplied with any number of stickers they may require for their machines.

PROGRAM

(Continued from Page 9)

Wednesday evening, January 21: dinner and annual meeting of all regular members of Coin Machine Industries, Inc. Following the dinner will be election of directors to succeed those whose term expires.

Thursday evening, January 22: the climax of the four-day session, the Annual Banquet in Grand Ball Room of the Stevens Hotel. This year the banquet is especially important because of the industry's activity in raising money for the Damon Runyon Cancer Fund. Walter Winchell, director of the Damon Runyon Fund, will attend and be presented the check covering funds collected by the industry. Many other notables are expected to attend the banquet.

Wilcox-Gay Unveils New Voice Recording Machine

CHARLOTTE, Mich.—Wilcox-Gay Corp., pioneer in the recording field for the past 29 years, has developed a new automatic voice recording machine called *Coin-Recordio.*

The new machine is self-contained and goes through the entire recording-playing cycle and record delivery for a quarter.

At the insertion of a coin, a lightweight, fiber-base disc automatically is placed on the turntable and positions the cutting arm on the disc. At the completion of the recording, the customer has a choice between loudspeaker or earphone playback, after which the completed record is automatically delivered. A standard cradle phone handset is used as microphone-receiver to avoid "mike" fright and permit private listening.

Other features of the new machine include an automatic voice volume control, A. B. T. slug rejector, and separately locked cash box.

Special Roll-Down Sale

SAN FRANCISCO—To make room for incoming shipments of other types of equipment, Nobro Novelty Co. is clearing out its remaining stock of roll-down games with a special sale of *Roll-A-Balls.*

"This game has been a proved money-maker in the skill field and we are offering an exceptionally good buy to roll-down operators," stated Joe Noto, partner of the firm.

SLOT MACHINE SPECIALS

400 NEW AND USED SLOTS IN STOCK AT ALL TIMES 400

MILLS SLOTS

5c BLUE FRONTS	$ 79.50
10c BLUE FRONTS	84.50
25c BLUE FRONTS	89.50
50c BLUE FRONTS	129.50
5c BROWN FRONTS	84.50
10c BROWN FRONTS	89.50
25c BROWN FRONTS	94.50
5c ORIGINAL GOLD CHROME	89.50
10c ORIGINAL GOLD CHROME	94.50
25c ORIGINAL GOLD CHROME	99.50
50c ORIGINAL GOLD CHROME	149.50
5c EXTRAORDINARY	74.50
10c EXTRAORDINARY	79.50
25c EXTRAORDINARY	84.50
50c EXTRAORDINARY	119.50
5c ORIGINAL CHROME	99.50
10c ORIGINAL CHROME	109.50
25c ORIGINAL CHROME	119.50
50c ORIGINAL CHROME	169.50

MILLS O.T. SLOTS, NEW AND USED
COLUMBIAS, NEW AND USED
MILLS VEST POCKETS, NEW AND USED

HUNDREDS OF NEW MILLS BLACK CHERRIES—GOLDEN FALLS AND JEWEL BELLS —ALL DENOMINATIONS

FOR ONE WEEK ONLY
(Subject to Stock on Hand)

MILLS BLACK CHERRIES, USED ONLY 90 DAYS—GUARANTEED ORIGINALS— LOOK LIKE NEW—5c—$139.50— 10c $149.50—25c $159.50

MILLS GOLDEN FALLS HAND LOAD GUARANTEED ORIGINAL—USED LESS THAN 90 DAYS
5c $149.50—10c $154.50—25c $164.50

JENNINGS SLOTS

SILVER MOON CHIEF 5c	$ 69.50
SILVER MOON CHIEF 10c	74.50
SILVER MOON CHIEF 25c	79.50
SILVER MOON CHIEF 50c	99.50
SILVER CHIEF 5c	69.50
SILVER CHIEF 10c	74.50
SILVER CHIEF 25c	79.50
SILVER CLUB CHIEF 5c	69.50
SILVER CLUB CHIEF 10c	74.50
SILVER CLUB CHIEF 25c	79.50
SILVER CLUB CHIEF 50c	99.50
FOUR STAR CHIEF 5c	49.50
FOUR STAR CHIEF 10c	54.50
FOUR STAR CHIEF 25c	59.50

PACE NEW SLOTS AT 20% OFF
FACTORY LIST PRICE—5c, 10c, 25c, 50c, $1.00

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EXPAND WITH NEW MACHINES

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

DAMON RUNYON CANCER FUND

The COIN MACHINE INDUSTRY is now engaged in a campaign to raise contributions for the Damon Runyon Memorial Fund for Cancer Research. Until the campaign closes at the next Annual Convention THE REVIEW is glad to contribute this space for the full use of the CMI campaign committee to promote the success of the drive. Send contributions to CMI Damon Runyon Cancer Fund, Coin Machine Industries, Inc., Room 2206, 134 North La Salle St., Chicago, Ill. (Make checks payable to Coin Machine Industries, Inc.).

4,700 Coinmen In N. Y. Cancer Benefit

NEW YORK—The New York Jamboree, a gathering of more than 4,700 members of the coin machine trade and their families, in the mammoth Manhattan Center here, set a mark as the biggest gathering thus far in support of the CMI Cancer Fund Drive. The program ran for four hours and consisted of 31 acts, including talent from stage, screen and radio.

General chairman of the Jamboree was Jack Mitnick, of Runyon Sales Co., who worked for many weeks on preparations and arrangements. He was ably assisted by Harry Rosen, of Atlantic New York Corp., general treasurer of the event, and by a committee made up of a score of distributors in the area.

The program was interspersed at intervals by telegraphic good wishes and congratulations from manufacturers and other leaders in the Industry in other cities.

A large group of disabled sailors from St. Albans Naval Hospital were present as special guests.

Jim Mangan, CMI public relations director, closed the affair by expressing the thanks of the Industry for so great an effort to boost the campaign contributions to help fight cancer. He said the gathering was more than double the size of any previous gathering.

Show talent which appeared during the evening included the following:

Ziggy Lane, singing the National Anthem; Tip, Tap & Toe, from the Paramount Theatre; Rosalind Paige, star vocalist of Dumont Television show; Lilyann Carol, former singing star with Louis Prima; Skitch Henderson, band leader from Capitol Theatre; Gordon MacRae, recording star from Strand Theatre; Earl Wilson, columnist from the *New York Post;* Nick Kenny, columnist from the New York *Daily Mirror;* Art Mooney and Orchestra; Al Bernie, comedy star from Paramount Theatre; Jack Smith and Clark Sisters, CBS radio and record stars; Catron Brothers, comedy dance team

(See N. Y. BENEFIT, Page 26)

CANCER DRIVE IN SECOND PHASE!

Halfway Mark Passed at $126,215.52!

By James T. Mangan, Director CMI Public Relations Bureau

Report on Quota. We started the Damon Runyon Cancer Fund Drive with the objective of raising more money for the Fund than had been so far raised from any source. When Ray Moloney and Dave Gottlieb tendered Walter Winchell a check for $100,000 on October 7th, this amount, added to $20,000 previously given Winchell, made a total of $120,000 cash already turned over by the Coin Machine Industry to the Damon Runyon Memorial Fund for Cancer Research. Winchell immediately proclaimed that this contribution was the largest he had received from any source. He wired all the newspapers stating this fact.

His enthusiasm was contagious. On hearing Winchell's grateful words, the leaders of the Coin Machine Industry went into a quick huddle and decided they would take a new goal, a big goal, and raise $250,000 in all. The whole industry agreed. The contributions keep pouring in every week. On Monday, October 27th, we have passed the halfway mark, we're over the hump, and now we're sprinting for goal.

Public Relations Paying Out. The Cancer Fund drive is a public relations project of our industry. It is bringing in grand dividends for every person in the industry who has contributed to the fund, who has worked to get contributions, and who has carried through with proper publicity in his own territory. Day after day we receive letters and phone calls from all over the U.S.A., from distributors and operators, who have gone all out for the fund, telling of how their activity has improved business. Every individual makes his standing better in his own territory. Handicaps to operating have been reduced. Critics and opposition forces have been won over as friends. Due to the vigorous and unrelenting drive of the Coin Machine Industry the subject of Cancer is getting to be the most important subject in nearly every city in the country.

They had plenty of Cancer campaigns before we got into it. But the coin machine people have showed everyone *how to carry the campaign to the people*, how to get into the consciousness of the hoi polloi. Consequently, newspapers everywhere are full of cancer publicity.

The Individual—YOU! Are YOU in this public relations project? Are you reducing opposition to your business in your own territory? Are you increasing your territory and enlarging on your money-making opportunities by engaging in this great campaign?

If not, at least not yet, here's how:

Make a donation today. Send your check to Coin Machine Industries, Inc. The contribution is deductible for income tax purposes. Base the amount of your check on a percentage of one week's earnings. We won't stop till we get your support, so give it whole-heartedly today. Put up the signs and stickers, saying, "Coin Machines Are Working For Damon Runyon Cancer Fund." Be proud to help humanity and help yourself at the same time. Give your local newspaper and radio station an account of how you are participating. Let the world know your coin machines are working in a great cause to benefit mankind!

Your Name on the Honor Roll. At showtime in January we are going to publish a Damon Runyon Cancer Fund Memorial Book. This book will be distributed to 10,000 people who attend the Coin Machine Show. This book will contain the name of every donor to the fund and show the amount donated. It will be scanned carefully by everyone in the business. YOUR NAME MUST POSITIVELY APPEAR IN THIS BOOK so that the world can know you have done your share in the fight against cancer. Send in your contribution at once. Give us time to get everything in order. Make your gift as large as possible, so that the whole fraternity can permanently know you as a man who supports humanity, his own industry, and does it on a fine scale. This Memorial Book will last forever as a testimonial of how great a contribution coin machines have made in this crusade against man's deadly foe. Don't fail to have your name and contribution show in this book!

This Is the Stretch. We're in the stretch! The real DRIVE STARTS NOW! Not a single member of the industry can fail us, because we are out for 100 per cent participation. We want you to get a donation from every one of your employees, from anybody who sells you anything, from locations, from friends, from strangers. Anyone who makes a dollar out of coin machines should show his gratitude by giving part of it to the Cancer Fight.

At the New York Jamboree, with more than 4700 people attending to boost the CMI Cancer Fund Drive. Leaders in planning the party shown above are (l. to r.) Jack Mitnick, Runyon Sales Co.; Harry Rosen, Atlantic Seaboard Corp.; Sidney Levine, Automatic Music Operators Assn.; Nat Cohen, Modern Music Sales Corp. Seated in center, Jim Mangan, CMI public relations director.

N. Y. BENEFIT

(Continued from Page 25)

from Loew's State; Johnny Long, band leader; the Jack Paris Trio; Jackie Gleason, comedy star from the Riviera; Wallen Twins, tap dancers from Leon & Eddies; Bob Huston, singing star of WHM and MGM records; Shorty Sherok, band leader from Chicago; Vinny Monte, seven-year-old singing sensation; Tony Barri, Apollo Record star; Hadda Brooks, Modern Records star from Chicago; The Ravens, well-known recording artists; Al Stevens, comedy star from the Latin Quarter; Patsy Abbott, singing comedienne from Loew's State; Morey Amsterdam, stage and radio star from Strand Theatre; Four Tunes, record stars; Sam Levenson, comedy star of Apollo Records; Gale Evans, Broadway stage star recently seen in "If The Shoe Fits" and "The Duchess Misbehaves"; Jack Carter, comedy star from "Call Me Mister"; Larry Vincent, record star; Jack Brono, Lee Rankin and Allan Corelli, master of ceremonies. The band was under the leadership of Willie Shuback and Jerry Jerome.

The show was run off in marvelous professional style by Jerry Rosen, famous impresario, and Max Wolf of MGM.

New York coinmen given special mention for helping to make the Jamboree such a big success included Harry Rosen, Al Denver, Barney Schlang, Chas. Aronsen, Bill Rabkin, Nat Cohn, Ed Smith, Dave Simon, Barnet Sugarman, Abe Green, George Ponser, Dave Stern, Harry Pearl, Joe Orleck, Mike Munves, Sidney Levine, Bess Berman, Joe Hirsch, Ben Linn, Gloria Friedman, Mike Dee, Leroy Stein, Jack Mitnick, Irv Katz and Jerry Rosen.

Nov. 23rd Dinners Swell Cancer Fund

CHICAGO — Reports were not available in time for this issue on the contributions raised in the series of dinners held in many large cities throughout the countrv, Nov. 23. Ray T. Moloney, chairman of the CMI Cancer Fund Drive, and Dave Gottlieb, president of CMI, expressed great satisfaction at the news of so many gatherings and the attendance registered in each.

The dinners were expected to swell the contributions on the second half of the $250,000 goal set by the Industry to a considerable extent. Distributors in the various centers assumed leadership and responsibility for the success of the dinners in their territory. Operators had also been requested to make special Cancer Fund contributions in the two weeks preceding the dinners.

Music operators' associations in several states gave special support to the Cancer Fund Drive during November. The Illinois Phonograph Owners Assn. gave a special theater party in Chicago for the evening of Nov. 25, charging double rate for the tickets and donated the proceeds to the Fund.

The Mississippi Phonograph Operators Assn., Inc., held special meetings during November and each member led the campaign contributions in his local territory.

The South Dakota Phonograph Operators Assn. allocated 10 per cent of the gross take from machines, by contributing members, for the week ending Nov. 30.

The regional campaigns were making big headway during November and the momentum is expected to continue for the rest of the year.

Empire Known As C. M. Super Mart

CHICAGO—A staff of 15 people keep the machinery of the Empire Coin Machine Exchange, in its new location, going at a high pace, according to Gilbert Kitt. He and Ralph Sheffield are assisted by some capable salesmen and new members are being added to the staff regularly.

The new location, called a coin machine super market and "world's largest distributing house," offers both opportunity and responsibility, Kitt says. The two floors provide plenty of office space, and departmentalized storage space for stocks of new and used machines of all types. The firm specializes in amusement machines and currently is pushing three new games.

The firm recently obtained distributorship of the new games, *Humpty Dumpty* and *Tally-Ho* in Wisconsin. According to Kitt, operators are placing a lot of them in Milwaukee.

Display space for new machines on the first floor is attractive and also ample office space is provided. Export shipments are being made in good quantity to Canada, Havana and Hawaii.

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THREE-RING SHOW

Why be satisfied with anything less than a three-ring circus!

The Coin Machine Industries, Inc., annual Coin Machine Show is to the coin machine industry as a whole exactly what the Ringling Brothers-Barnum and Bailey show advertises to be "The Greatest Show on Earth." Colossal! Stupendous! What makes it the greatest show on earth? Simply because they have the best performers to be obtained anywhere and the largest number and variety of them. They have everything to entertain and interest their patrons.

For that very same reason C.M.I.'s 1948 Coin Machine Show will be the greatest coin machine show on earth. It will have everything to entertain and interest Operators, Distributors, Jobbers, and Manufacturers who attend —by everything we mean Vending machines, Music machines, Amusement machines, Weighing and Service machines.

Why does Ringling Brothers-Barnum and Bailey attract the biggest crowds? Because they are the biggest show on earth. For that same reason the Coin Machine Industries, Inc., 1948 Coin Machine Show will attract the biggest crowd of coin machine Operators, Distributors, Jobbers, and Manufacturers that has ever been brought together in the history of the industry.

Again we ask, Why be satisfied with anything less than a three-ring circus!

—Jim Gilmore, secretary-manager, Coin Machine Industries, Inc.

Buckley Products Cover Wide Operating Field

CHICAGO—The *Criss Cross Belle* introduced some popular playing ideas into the bell machine field, according to Jerry Haley, Buckley Mfg. Co., and operators who place the machines report increased play. *Track Odds* is a 7-coin console that makes another winner in the amusement machine line of the firm.

Haley says clubs have come to depend on bells for big aid in financing their activities. He thinks legislation, such as the Idaho and Montana laws, have been of great help to clubs and may make possible the forming of new clubs and important activities.

Music equipment offered the trade at present includes the well-known bar box, a phonograph needle and 30-wire cable. In addition to the new music locations, there is a good replacement market for bar boxes, officials suggest.

AUTOMATIC MUSIC

Cincy Explosion May Unite All Musicmen

CINCINNATI—The unexplained tavern explosion reported in the November REVIEW may yet develop into a blessing in disguise.

For years there has been intense rivalry between members of the Automatic Phonograph Owners' Assn. and non-members, calling themselves "independents."

This rivalry frequently burst forth in recriminations, the latest being on the occasion of the explosion incident.

For once both sides agreed; the matter was serious and deplorable, and members from both sides met and tried to find a common ground on which they could meet amicably.

Among various suggestions put forth, it is reported, one has to do with contracts between operators and location owners.

APOA members are bound by reason of their membership not to do anything to influence a location man to change operators. This has worked very satisfactorily, according to Sam Chester, president.

Independents claimed this cramped their action and refrained from joining the APOA chiefly because of this. They now propose that operators make contracts with spots for possibly one year. At the end of this time the location owner could shop around if he wished, and there would be nothing to prevent another operator from signing up the spot.

Negotiations are under way between the two groups, it is reported, but no agreement has as yet been reached.

If the some 100 independents can make peace with the 24 APOA members, joining together in one large organization, as proposed, it might well be the signal for a great upsurge in receipts and almost unlimited expansion of this important branch of the Industry here.

Ulterior Motives Possible In "American Weekly" Attack

CHICAGO—The music section of the Coin Machine Industry has become accustomed to puns poked at it, to attractive cartoons showing its phonographs, and to occasional attacks by persons opposed to the commercial phonograph for some reason.

But never in the history of the trade has an attack, in a publication, aroused so much resentment and caused so much questioning of motives as the article entitled, "Who Gets Your Juke Box Nickel?", which appeared on page 28 of the October 19 issue of the *American Weekly*.

The *American Weekly* is referred to in directories of the newspaper trade as a newspaper supplement, or magazine section. It is published in New York City and in 1946 had a circulation of around nine million copies weekly. It is circulated as a Sunday supplement with a large group of city newspapers. In 1946 a trade directory listed the following newspapers as distributing the *American Weekly* in their Sunday editions:

Albany *Times-Union*, Atlanta *Constitution*, Baltimore *American*, Boston *Sunday Advertiser*, Buffalo *Courier-Express*, Chicago *Herald-American*, Cleveland *Plain Dealer*, Detroit *Times*, Los Angeles *Examiner*, Miami *Herald*, Milwaukee *Sentinel*, New York *Journal and American*, Philadelphia *Record*, Pittsburgh *Sun-Telegraph*, Portland *Oregonian*, San Antonio *Light*, San Francisco *Examiner*, Seattle *Post-Intelligencer*, Syracuse *Herald-American*, and Washington, D. C. *Times-Herald*.

This is a list of 20 important newspapers and it gives some idea of the cities and the extent to which the nine million copies of the *American Weekly*, with the attack on the phonograph business, circulated.

THE REVIEW received many phone calls and letters from music operators, all ex-

Watches Presented At AMOA Dinner-Dance

NEW YORK—Associated Music Operators Assn. (AMOA) held its tenth annual dinner-dance here at the Waldorf-Astoria Hotel. High point of the affair was a presentation of watches, made by Vice-President Charles Bernoff (Regal Music) to Al Denver, president, and Sid Levine, attorney for the coin phono group, for their services in behalf of the AMOA.

Senator Homer E. Capehart (Packard Mfg. Corp.), who topped the guest list, was called on for a few remarks, while entertainment was furnished by a number of recording stars, including Vaughn Monroe, Nat "King" Cole, Art Mooney, and Vic Damone.

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Organized to Protect the Automatic Phonograph Industry

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

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pressing resentment at the article and urging that protests be made, and one of the most interesting letters of all came from a reader in Detroit, who says he is not a music operator but was attracted by the vicious type of article in the American Weekly supplement in his local newspaper. His letter follows:

"While I am not an operator of music machines, still the enclosed article I think is a very vicious and unjust attack on a little understood business.

"This should not go unanswered and I am therefore mailing it to you, with the idea in mind that you will contact or call the attention of manufacturers and all others interested in the business, and compel this newspaper to apologize or retract their statements.

"It is articles of this type that hurt the entire Coin Machine Industry." — Michael Gorden, Detroit.

Protests aplenty will be made, chiefly to the 20 newspapers in the various cities that carry the *American Weekly* in their Sunday editions. One of the men to go into action was Jim Mangan, public relations director of the Coin Machine Industries, Inc., Chicago. Mangan addressed his protest to Abraham Merritt, editor of *American Weekly*, 959 Eighth Avenue, N.Y.C., and his letter in full is as follows:

"Dear Mr. Merritt: Sunday, October 19th, on page 28 of The American Weekly, you ran an article, "Who Gets The Juke Box Nickel?" Today my office has been flooded with wires and letters of protest against this article. The sentiment of these protests is the belief that the writer of this article engaged in an individual attack against the automatic music industry, without using truthful or fair statements.

"For instance, in the last paragraph of the first column, the writer makes the statement that 300 plays on a phonograph would net the operator $14.51. Evidently his arithmetic is figured in this way: 300 plays would mean 300 nickels, or $15, and when the 49 cents (his estimate) charged for the record is deducted, it leaves $14.51. But five paragraphs later, the writer refers to a 50-50 split. If, out of the operator's $15, a 50-50 split occurred, then the location would get $7.50 and the operator's gross from the 300 plays would be $7.50. Please ask your writer, by his own figures, how anyone could net $14.51 out of a gross of $7.50.

"When the writer uses the word 'net,' the word can only mean one thing — namely, net. He has allowed no charge for the labor which may run anywhere from $1.50 to $2.50 per hour, no charge for servicing equipment, such as the automobile that takes the service man to the location to put the record on the juke box, no charge for the original cost of the juke box, which today varies around $1,000, and no charge for general overhead and depreciation.

"The whole article is full of similar inaccuracies, and if you will ask me for them, I will give them to you in detail. I know that your publication does not want to be unfair, and certainly no editor of any publication wants to allow stuff to be printed which is self-contradictory.

"I think that the harm that has been caused by the article can be, in a measure, compensated for if you will allow the undersigned to write an interesting, human and factual article on automatic music some time in the future. Please let me know your thoughts." — James T. Mangan.

Music operators' associations have made protest and reports suggest that many individual operators are still writing protests to their papers. If you, as a music operator have not already done so, you should write to the publisher and the editor of your local newspaper, if it happens to be one of those that carries the *American Weekly*. These suggestions are made for launching your protests:

1. Write the publisher and the editor of your local newspaper, if it is one that carries the *American Weekly*. Protests to the *American Weekly* in New York City should be made by your association, if you have one.

2. Although the article is so vicious as to make a music operator's blood boil, make your letter of protest to your local newspaper as business like as possible. Publishers and editors are human and they respond best to protests that are written as a matter of business.

3. If you have a local music association, send an official protest to your local paper and also to the *American Weekly* in New York City.

4. If you write a protest as an individual, do not copy a form letter of protest. Write your own sincere objection as a music operator to the tone and statements in the article.

5. You may help the cause still more by getting one of your location owners, who happens to be a good business man, to also write your local newspaper, if it carried the article in question.

The article itself also needs to be studied carefully by music operators all over the country. It is so obviously meant to be a vicious attack on commercial phonographs that there may be heat behind it. Reports have been made that an eventual result of the Petrillo record ban will be a renewed assault to amend the federal copyright law, and the momentum built up by the record ban may be expected to get action after 12 previous attempts.

The article might be the first shot in a series of attacks, to appear in various publications, on the automatic phonograph business. The article refers to the federal copyright law and suggests it is the thing that protects the "racket."

The article begins by implying that "your favorite singer, orchestra, composer and lyricist" do not share in the nickels that go into phonos over the land. Musicians may be in a position now that they cannot champion the cause of the automatic phonograph, but the trade well knows that if they could speak freely, the music machines would have a lot of champions who are national favorites.

It is natural to ask why a publication like the *American Weekly* would allow such an article to appear in its pages. It probably passed as a matter of routine and because it had some sensation. It is not likely that a publication, with so many cities in which it is tied up with a local newspaper, will continue a crusade to destroy the music machine business. It is easier to surmise that the article was planted and that others, in similar guise, will be placed with other influential publications.

On reading the article, it is so obvious that its purpose is to create unfavorable sentiment against phonographs and the people in the business, that one does not have to think twice. Even the illustration accompanying the article suggests a racket. Everybody connected with the business, from manufacturer to operator, is put in a tainted light. Even the machines are sold on a shady basis.

Whatever else may be pointed out as vicious in the article, it is very doubtful that people accustomed to playing phonographs will be influenced to put any fewer nickels in the machines because of the article.

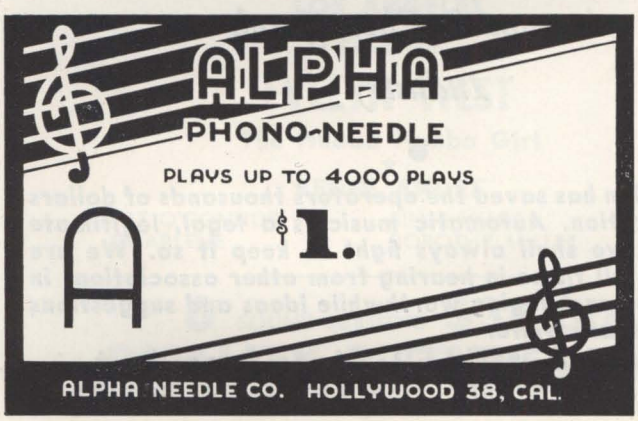
The play of the music machines has been declining since 1945, while costs get higher and higher, but it is not because of articles like the one in question.

First Tele-Phono Show

WASHINGTON, D. C.—Hirsh Coin Machine Corp., Packard distributors, sponsored the first television show highlighting automatic music over Station WNBW last month. Titled the *Teen-agers*, the one-hour teleshow included dancing by about fifty youngsters.

Two Wurlitzer Distribs Expand

NORTH TONAWANDA — Harvey Distributing Co., Inc., currently handling Wurlitzer products in Maryland and Washington, D. C., has been assigned the state of Virginia, while Commercial Music Co., Inc., adds the state of Oklahoma to its Texas territory.



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Selling Music On The Spot

by Louis Karnofsky

I button-holed the operator in a distributor's place of business and put it to him like this: "Do you have an advertising, merchandising, or selling program for increasing play right in the location?"

The operator gave me a hard look. "Are you kidding?"

"Of course not," I replied. "I'm trying to find ways and means for on-location merchandising which will help increase revenue for the operator."

He glared at me. "I still think you're kidding. But if you're not, then I'll give it to you straight. An operator just hasn't got the time to monkey around with that kind of promotion. He goes into a location, and has to count the receipts by hand and give the location its percentage. He's got to change records and title strips — and don't forget, every box in the place has title strips which also need changing. Then, too, there might be a minor adjustment required in the mechanism or the needle needs to be replaced. Anyway, to make any money at all, he can't spend too much time in any spot. Service is what counts—and that's what I give 'em; good records, clean title strips, and machines that are in top mechanical condition. What else matters?"

I meandered into Musicville a little further and came across a veteran operator who has had 15 years' experience in the field. Again I sprang the leading question, but this time I received an entirely different answer. In fact, he countered with another question.

"Do you know that a lot of music operators lost locations during the war?"

"Even with the record and machine shortage and heavy play?"

"That's right. And do you know why? Because they didn't pay any attention to requests by the proprietor, his employees or his customers. They simply filled the stack with what they wanted. In many cases war-time conditions enabled them to get away with it; in a surprisingly large number of instances, they were shown the door and told to pack.

"I know practically every music operator of any consequence in this city and too many of them are so sure of their own judgment and in such a hurry to be on their way to the next place, that they won't listen to anyone.

"Sure, time is worth money, but a little extra time can result in a considerable increase in profit. Look at it this way: If a man with 20 machines spends an extra half hour per week in each spot—that's ten extra hours a week—and by so doing increases his share of the take by as little as $2 per spot, that's $40. Forty dollars for ten hours is $4 per hour, and that isn't exactly chicken feed."

The music veteran lit a cigarette and leaned back against a machine. "How to make those ten hours pay off $40? Here's how I do it. When it's service time, I bring along a half dozen or so records and play them for the proprietor, waitresses or bar maids. I ask their opinion of the discs, and if favorable, use them in addition to the selections I think are good. That not only flatters their ego—request an opinion from anyone and they swell with importance—but because they actually like the numbers, they will insert coins from time to time so they can hear them. This not only helps boost the meter total but acts as a 'plug' for specific tunes.

"Waitress cooperation is a vital cog in merchandising music and this angle has not been exploited to its fullest extent. Cooperation involves two-way aid, and I see to it that I don't fall down on my end. Waitresses and bar girls always need pencils, so I have a quantity made, with my name on them, which I pass out during service time. Also, when any platters are worn thin, I pull them and give to the girls. The reverse side is good for many plays and the top side can still take a minor workout. When waitresses are stationed at certain counter sections regularly, I sometimes hold little contests. I give the girl whose boxes show the highest play during the week a dollar or two tip."

The operator goes on to explain how cooperative waitresses boost play. "When the machine isn't being used, she comments to a customer about how 'dead it is in here,' or how 'this place is like a morgue' and then diplomatically suggests playing some music. Or again, she may offer to match the patron to see who does the nickel-pushing; even if he loses, the customer doesn't want to appear in a penurious light and either makes the initial insertion or adds coins to the waitress' contribution."

Several merchandising ideas have been tried on a national scale. In 1938 a major record manufacturer printed heavy cardboard placards measuring about two feet square which were placed on top of phonographs. There was a picture of a famous artist on the cardboard and an area, 2½ by 3 inches, for insertion of title cards. The purpose was to tie in the placard with a hit tune—get the customers to notice the sign so they would play the number on the machine. However, after five or six months, the idea petered out. Operators reported that it required too much time to maintain supplies of title cards, strips, and the records that went with them in proportion to the slight increase in business.

Another intended play booster involved tacking a printed sheet listing the ten top tunes of the nation on the wall within easy eye-view of customers. The drawback here was that not all locations like the same songs even if they are riding high in national popularity.

Most music operators agree that the Number One tune of the day should be in the first slot on the selector. A number of operators use little strips of different design to make them stand out. Still others typewrite the "hot" numbers in red, with the remaining selections in black. All music men agree that titles should be typewritten or printed—never written.

An operator of extensive experience declares that music on location could be sold a great deal more effectively if the cost of records wasn't so high. "Folks want a constant change in tunes. They get tired of hearing the same ones. If I could pull 15 records from each box weekly—transferring eight of them to other spots or flipping them over if the "B" side has appeal—and then set up new ones, I know my receipts would increase. But if I pursued that policy at today's high prices, the added play would not compensate for the increase in record costs. That's why I place only four to six new records each week."

The cost of records is only a fraction of the over-all increase of doing music business under current conditions. Not only are equipment, wages and material scaling high peaks, but competition is surging back in full force.

There is only one solution: The operator must merchandise his product, and in so doing, he will not only nudge more nickels into the chute but keep the shadow of competition away from his door.

Johnson New Seeburg Production Manager

CHICAGO—The J. P. Seeburg Corp. has announced the appointment of Fleming Johnson as production manager in charge of the company's plants. Johnson's experience dates back to the early days of the electronic industry. From 1939 to 1943 he was associated with the Philco Co., first as superintendent in the Philadelphia plant, and later as production manager of Philco's western division in charge of two plants, one in Sandusky, Ohio, and the other in Chicago.

The wealth of experience Johnson brings will prove particularly valuable in the production of the music systems and mechanisms produced by Seeburg.

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Gold Mines and Coin Phonographs

by ARTHUR E. YOHALEM

Operators may argue as to whether particular coin machines were "gold mines," but it's a historical fact that the coin phonograph was developed by a gold miner!

Louis Glass, who unveiled the first coin phonograph in 1889 in San Francisco, had been connected with the fabulous Spring Valley Mine at Cherokee, Cal., which, between 1871 and 1884, turned out 13 million dollars in gold and a half a million dollars in diamonds.

Gold from the mine was sent to a bank, 14 miles away at Oroville, and to protect these shipments from highwaymen a telegraph line was installed. When a shipment was ready a message was flashed to the bank to advise just when the stagecoach would leave and which of two alternate routes it planned to follow. The bank would then send out guards to meet the stage and escort the gold shipment into town.

In 1878, at a time when the mine was encountering a good deal of difficulty in obtaining operators for its telegraph system, Inventor Thomas A. Edison happened to visit Cherokee. Here he met Louis Glass, and suggested that the newly developed telephone be used to replace the telegraph. Glass installed the line and soon became interested in the commercial possibilities of telephony. In 1884, when the mine shut down, he came to San Francisco and helped organize the Pacific Telephone Co., becoming its general manager.

Meanwhile Edison had invented the phonograph, although he did not develop it for commercial use until 1888, when it was marketed as a dictaphone device. The North American Phonograph Co. had been formed to distribute the machine through franchised territorial companies, and Louis Glass, as a result of his friendship with Edison, obtained the West Coast rights to operate as the Pacific Phonograph Co. Glass had done quite well financially with his telephone investments, and he viewed the phonograph as a potential bonanza.

Phonographs were not sold outright, but were leased to business firms at $7.50 per month. However, these crude machines, powered by expensive electric motors, lacked the simplicity requisite for a successful business office device. They met opposition from stenographers, who thought they were being replaced by automatons; they required a good deal of servicing; and leases on the machines were rarely renewed. Glass hired pretty girls as canvassers, but even this failed to boost his phonograph leasing business.

Finally, noting that the man in the street was curious and eager to hear the "talking machine" that Wizard Edison had produced, Glass decided that the only immediate market for the phonograph would be the entertainment field. As a test, on November 23, 1889, he placed the first coin-operated phonograph in the Palais Royal Salon.

This music machine had four rubber listening tubes, each controlled by a coin chute, and, when a nickel was dropped into the slot, the listener could hear the phonograph grind out a popular song. The machine proved to be an immediate success, grossing over $1000 during its first six months of operation at the Palais Royal. Soon such rival bars as the White Wings and the Conclave had to be provided with coin phonographs, and, by May 1890, Glass had 15 nickel-grabbing machines scattered around San Francisco.

These pioneer efforts are interesting to the modern operator. Glass's serviceman was paid the then magnificent sum of $75 per month. For this he inspected the machines daily, changed the batteries (which ran down rapidly, as the machines lacked an electrical cut-off), and replaced the recordings. Locations received a ten per cent commission, but primarily looked upon the devices as business boosters. Glass, in addition to building his own machines, had to make his own records, which, at that time, were each made individually. And, as the phonographs were of the single-cylinder variety, the records had to be changed at least every two days!

Associated with Glass in this pioneer enterprise was Con Nestor, who had gone to work for Edison as an office boy. Subsequently trained in the mechanics of the new talking-machine as a phonograph "expert," Nestor was assigned to the Pacific Phonograph Co., where he became manager. Calling himself C. Nestor Edison, he was generally thought to be a nephew of the inventor, a relationship which did him no harm in business. Nestor's voice recorded with the forceful, heroic quality of the Shakespearean "ham" actor, and he turned out several cylinders, among them *McCullough's Ravings*, a number which became the chief nickel-puller of its day and was widely copied.

In these early days, the talking machine's novelty lay in its ability to reproduce the human voice, and many of the wax cylinders in coin operated phonographs were monologues, ranging from political campaign speeches to humorous dialect numbers. *McCullough's Ravings* consisted of disconnected Shakespearean declamations, scrambled with shrieks, moans, mutterings and incoherent appeals. The record was supposed to have been made in New York City's Bloomingdale Asylum by John McCullough, a classic actor, who had suffered a mental breakdown and spent several months in that sanitarium prior to his death in 1885. At the height of his career, McCullough had been one of the most eminent and popular actors of the day, starring in London as well as in this country, and the *Ravings* aroused great public interest, being advertised on the coin machines as recording "the pitiful condition of the great tragedian during his last days."

Just why the authenticity of this record went unchallenged is puzzling. Edison had not developed the phonograph commercially until three years after McCullough died. And, suffering from paresis, the actor had not been a violent patient at the asylum. But few listeners who dropped their nickels into the phonographs and listened to the recording ever dreamed that the *Ravings* were manufactured.

A story had circulated that McCullough was a hard drinker, and temperance lecturers pointed to the recording as concrete evidence of the evils of drink. This prompted Russell Hunting, a noted phonograph artist of the period, to record a number titled *Terrors of Delerium Tremens*. Supposedly the result of Hunting's study of the alcoholic ward at New York's Bellevue Hospital, the record contained "the shrieks and ravings of a hopeless drunkard." But this 1890 version of the *Lost Weekend* never attained the popularity of the Nestor version of *McCullough's Ravings*, which was eventually exposed by the actor's friends as a hoax.

Some idea of the showmanship necessary to operate coin phonographs in these early days can be noted from another stunt that has been credited to Nestor. Taking a record made by an unknown soprano, he is supposed to have listed the singer of *Ave Maria* as Mrs. Thomas A. Edison. Although Mrs. Edison fortunately remained unaware of her fame as a singer, she soon enjoyed a reputation on California coin phonographs second only to opera star Adelina Patti!

Learning of the coin operated phonograph, which Glass had patented, an Eastern group, which had been working along similar nickel-in-the-slot lines, persuaded him to pool his patents with their own. This enterprise emerged in 1890 as the Automatic Phonograph Exhibition Co. of New York, and was capitalized at a million dollars.

Automatic put about 750 machines on location around the country, but its models were so crude that its operations were far from a success, with slugs and

(See GOLD MINES, Page 32)

Why? It has a *much longer* needle life than ever before achieved and the *true*-economy is easy on the pocketbook. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

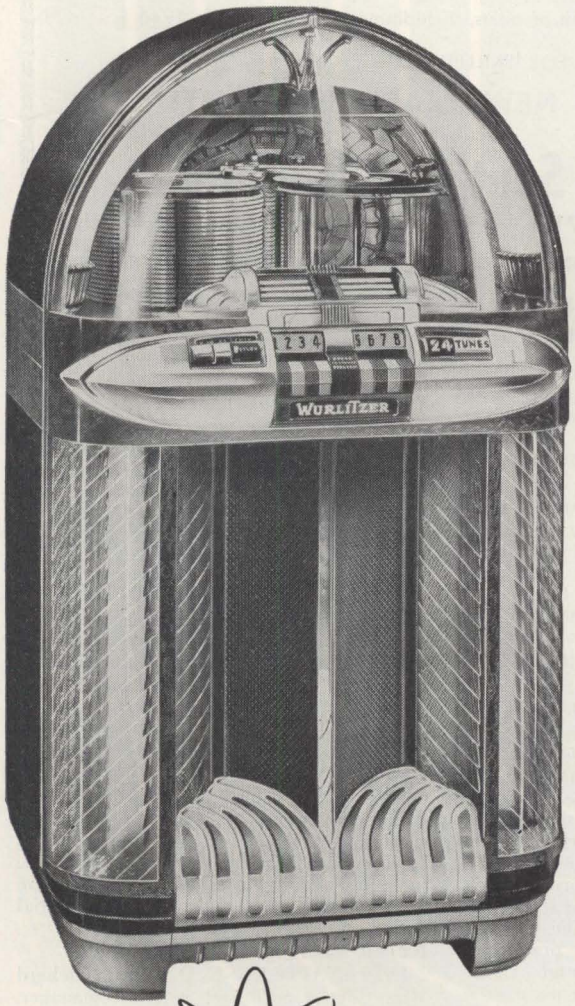
JENSEN INDUSTRIES, INC.
329 S. Wood St., Chicago 12, Ill.

National Distribution
Jobber's Name on Request

HERE'S WHAT HAPPENS WHEREVER A WURLITZER 1100 IS INSTALLED

Eye-winning new Model 1100 Wurlitzers already on location are proving these facts:

1. They attract more attention than any phonograph ever built.
2. Their tone wins enthusiastic comments from patrons.
3. Their Sky-Top Turret Windows and *Encore* Program Selectors are, in the words of location owners, "terrific play promoters."
4. They take in more money in every location than any phonograph that ever preceded them.



Add those features to these...

2000 plays per record.

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A tremendous saving in needle and record costs.

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From 2 to 100 times faster service thanks to "Quick-As-A-Flash" Replacement Units.

YOU'VE GOT A PHONOGRAPH THAT CAN SAVE UP TO ⅓ OF ITS ORIGINAL COST IN FOUR YEARS' PLAY.

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As exclusive distributor of Aireon products in Southern California, we offer all musicmen in this area a full line of Aireon Models SUPER DeLUXE, FIESTA DeLUXE, and the sensational BLONDE BOMBSHELL. Also in stock, the thrifty AIREON HIDEAWAY and a FULL LINE OF SPEAKERS.
AIREON will get you more patronage from your customers . . . will get you more *new* customers . . . will multiply your profits . . . will hold your location against all competition.

See us for SERVICE and PARTS

We are set up to provide you with *complete* service and a full line of parts, including kits to bring your 1946 Aireons up to the new and improved 1947 Model.
BRING YOUR AIREON PROBLEMS TO US FOR SKILLED ADVICE

SWITCH TO AIREON AND START THE NEW YEAR OFF RIGHT!

Aireon Sales and Service of Southern California

1501 South La Brea **Phone: WEbster 7718** **Los Angeles 35, Calif.**

GOLD MINES

(Continued from Page 30)

Bull Durham tags clogging the coin chutes. Other concerns entered the coin phonograph field, and by 1891 some 1200 machines were in use and the nickel-in-the-slot music machine had come to stay. 1893 was to see the emergence of the rival Regina music box and the beginning of 40 years of ups and downs before the coin phonograph would achieve its current popularity.

Once the novelty of the phonograph wore off in San Francisco, and it became obvious that there was no immediate "gold mine" in the talking machine, Glass and Nestor seem to have lost interest in the coin device. Devoting all their time to building up the telephone industry, both led quite successful careers. Today's operators owe a vote of thanks to these early pioneers, who "fathered" the modern coin phonograph industry.

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UNCONDITIONALLY GUARANTEED TO GIVE YOU SATISFACTION

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Wurlitzer Entertains California Musicmen

OAKLAND — At a meeting of the California Music Operators Assn. held here, more than two hundred operators and their employees were entertained by the Clark Distributing Co., Wurlitzer Distributor, on the night of October 29.

After about one hour of business session, the entire evening was spent in festivities. There was plenty of good food to eat, refreshments to drink, and a fine floor show presented by the Trilon Record Co. in conjunction with the Clark Distributing Co. The Trilon Record Co. was also a sponsor and contributor, as the entertainment was presented at no cost to the operators.

State president George Miller has arranged with all distributors of phonographs, records or any other auxiliary distributor of the music business to sponsor once a month meetings of the California Music Operators Assn. This is being done with the thought in mind of bringing closer cooperation, closer coordination, and a more friendly spirit between jobbers, distributors and manufacturers of all lines pertaining to the automatic-phonograph industry. The idea has proven itself 100 per cent, as practically every manufacturer and distributor of phonographs has either sponsored a night or is requesting nights in the months to come.

Aireon, The Mills Co., and the AMI Co. have been accorded an evening. The last meeting was sponsored by Clark and the next meeting will be sponsored by the Jack R. Moore Co., Seeburg distributor in California. Each distributor has the opportunity of addressing the membership and in turn, the membership has the opportunity of discussing their problems so that distributors and manufacturers will be able in the future to cooperate better with the music operator.

There will be many changes in the music business in the next few months from all appearances. It is State President George A. Miller's idea that the closer the harmony between all people concerned, the sooner the problems will be eliminated. Not only have the operators approved these particular meetings, but they have been accepted wholeheartedly by the manufacturing companies.

First British Discs Offered In New York

NEW YORK—British records, pressed in England, are being shipped for sale in the U. S. by the London Gramophone Corp. of New York. Platters bear the *London* label, and a "popular" series will retail for 75 cents, plus tax. Featuring English talent, best known wax "names" on the talent roster are Gracie Fields and Beryl Davis.

Records are supposed to have twice the shellac content of American-made platters, making them ideal for coin machine play. In view of the current Petrillo ban on U. S. recording activity, local coin phono men are eyeing the British export as a potential source of supply.

Kemp Wins Packard Contest

INDIANAPOLIS—C. D. Kemp, Packard Mfg. Corp.'s northwest regional manager, won the national sales sweepstakes for the months of September, October and November. In finishing in the top spot, Kemp not only won a neat cash sum, but also received extra commissions.

Packard has appointed Jack Eyman, formerly with Triangle Music Co., Cleveland, and AMI, Florida, as western service instructor. He will team with Allen Brown and headquarter at Packard's Hollywood office.

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all lines lead to the Rock-ola
ELECTRONIC NERVE CENTER
The New Electric Distribution Panel

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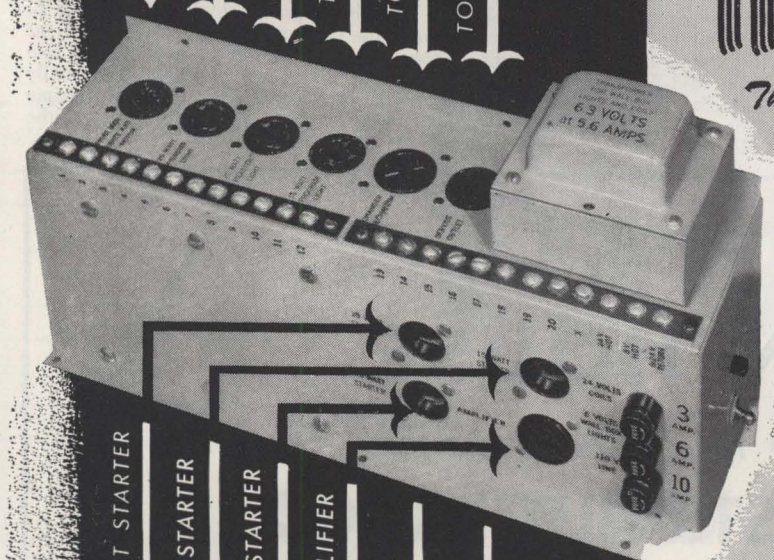
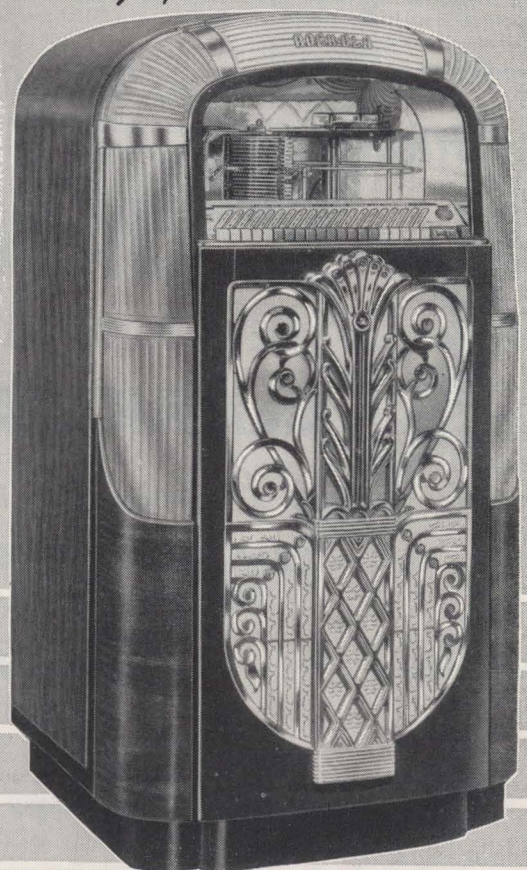
The Phonograph That Sells Music





ROCK-OLA MANUFACTURING CORP. 800 N. Kedzie Ave. Chicago 51, Illinois

Philly Can Become "Mexico" If Petrillo Ban Holds

PHILADELPHIA—Although many music machine operators here have been made apprehensive over the possibilities inherent in the Petrillo recording ban, words of local recording company officials have been somewhat reassuring.

In summary, the word is that local recording companies have big backlogs of masters and that there are many sources of good future discs which will please local music box feeders.

Off the record, recording companies' executives are not hesitant in saying that when the ban does go into effect there will probably be plenty of "Made in Mexico" recordings cut in such places as Philadelphia.

In addition, the record companies here indicate that there are great fields of non-union music available for records, that Philadelphia music machine patrons will pay nickels to hear.

Philadelphia has numerous string bands, associated with its famous New Year's Mummers Parade, and a couple of these bands already have cut discs, with one of them having made several. Philadelphians like the string band music and it is expected that this is one type of record which will be a sure favorite here if good numbers are presented. The string band, incidentally, has a sound and spirit all its own which might catch on nationally.

Aero Appoints Distributor

CHICAGO — W. F. "Bill" Hemminger, president of Aero Needle Co., has announced the appointment of the Jack McKinney Sales Co., Dallas, as representatives for Aeropoint long life phonograph needles in Oklahoma, Arkansas and Texas.

Rock-Ola Awards Elgin Watches

CHICAGO — Rock-Ola Manufacturing Corp. recently announced the awarding of Lord Elgin watches to four distributors of the firm's products for sales achievements during the month of September. David C. Rockola, president of the firm, made the awards.

The distributors receiving the watches were: B. D. Lazar, Pete Stone, Daniel Wertz and Sam Stern. To date, Lord Elgin watches have been awarded to 23 distributors for the firm.

A. J. La Beau, St. Paul, Minn., one of the oldest Rock-Ola distributors, was presented with an engraved watch band to match the watch he won in August.

More territory for a distributor for the firm was also announced by J. A. Weinand, sales manager of the phonograph division of Rock-Ola. Brilliant Music Co., Detroit, has been given the entire state of Michigan, excluding the Upper Peninsula. Weinand said the additional territory was because of the fine sales record made by the distributor during the past year. Joe Brilliant is president of the distributing firm and is assisted by his brother, Jack.

Jensen Appoints New Representatives

CHICAGO—Jensen Industries, Inc., manufacturers of a complete line of phonograph needles, has announced the appointment of five representatives. Oden Jester, general sales manager of the company, reported that the appointments were effective immediately.

Herbert G. Arcadius, who was formerly associated with Jester at Meissner Radio, will be the new Mid-West representative with territory including Indiana, Illinois, Michigan and Southern Wisconsin.

Robert M. Hardie, former sales manager of Thordarson, was named representative for Southern California. A. J. Nelson received the appointment for the Rocky Mountain area.

A. T. R. Armstrong, now operating the Controlite Engineering & Sales, Ltd., of Toronto, will be the new Jensen representative in the Dominion of Canada outside of British Columbia and Alberta.

R. T. Bork was appointed representative for Jensen in the Minneapolis-St. Paul area.

Huge New Building For Clark Distributing

LOS ANGELES — Formal opening of Clark Distributing Co.'s beautiful new building at Western and Washington St. will take place December 8. This is the country's first major installation of plexiglass for building purposes.

The firm expanded its volume of business to such a point that present headquarters were deemed inadequate. The new structure has 11,000 square feet, all on one floor. Completely modern in every respect, the building will house a large, well-equipped shop and parts department, offices, showrooms and warehouse facilities.

A parking lot (50-car capacity) will be available for customers.

Sears Has Toy Coin Phono

PHILADELPHIA—Sears, Roebuck and Co.'s Christmas toy catalogue is advertising a tiny replica of an automatic phonograph machine.

The plaything, which should do much to make the coming generation look kindly at the music machine and which should *also* have a similar effect on elders, is actually a bank. But it also plays a tune every time a coin is inserted in the slot. Price of the toy is $4.98.

Announcing . . .

OPEN HOUSE

NEW ENLARGED MODERN QUARTERS OF

CLARK DISTRIBUTING CO.

Your Exclusive Pacific Coast Wurlitzer Distributor

1854 SOUTH WESTERN AVE. (At Washington)
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MONDAY, DECEMBER 8

Open House All Day

Your Favorite Recording Artists in Person

Refreshments

COME IN AND SEE THE COUNTRY'S OUTSTANDING PHONOGRAPH SHOWROOMS AND SERVICE FACILITIES

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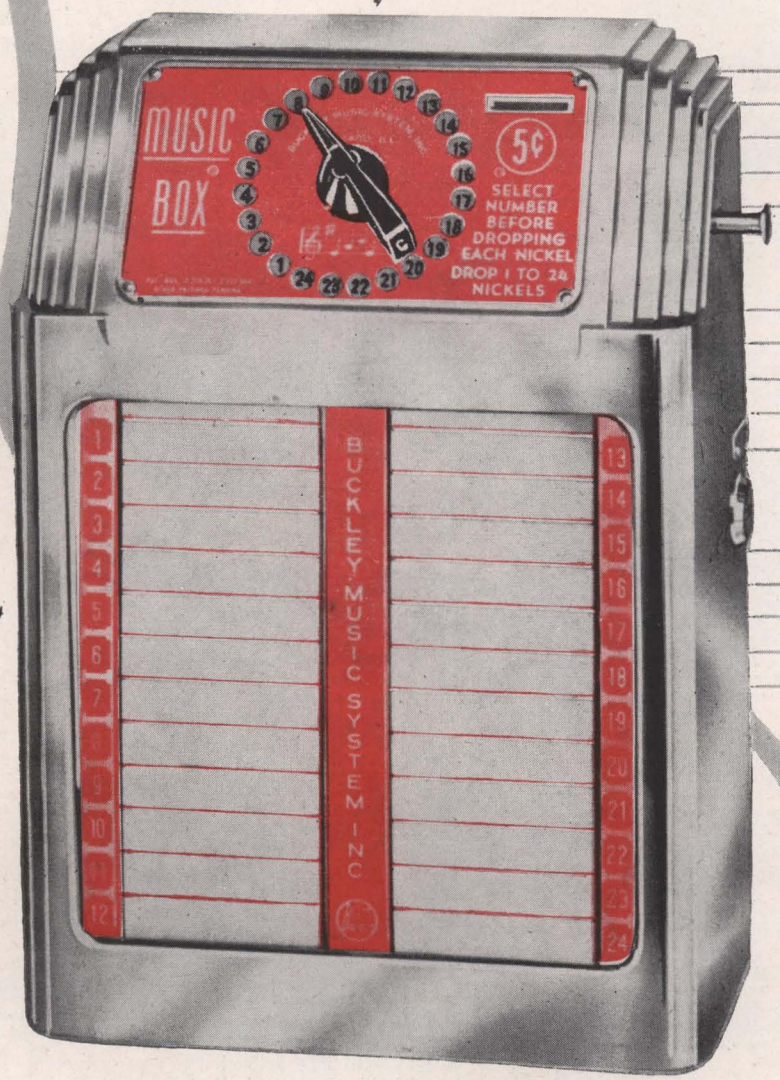

THE NEW *Music Box*

OPERATORS REDUCED PRICE

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BUCKLEY MANUFACTURING COMPANY 4223 W. Lake St., Chicago

WILLIAM CORCORAN REGIONAL DISTRIBUTOR CAL., WASH., ORE., ARIZ., IDAHO, MONT. **1157 Post St., San Francisco, Calif.**

Hot off the Platters

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

3★ 1078 The Three Harpers
SLEEPY TIME GAL (Inst.)
MOUTH HARP BOOGIE (Inst.)
The Harpers pattern the Harmonicats on the first side and turn in a very acceptable revival of a famed oldie. On the reverse, they cut loose with some terrific jazz rhythm at nigh perfect beat.

4★ 1080 The Murphy Sisters
GIRLS IF YOU EVER GET MARRIED (V N)
DON'T EAT ME (V N)
Refreshingly bright and lilty is the topper, with cute lyrics and bouncy tune. This one will take and hold. "B" falls behind the front one in play appeal but it will draw a fair amount of coin nevertheless.

CAPITOL

3★ 40059 Jimmy Wakely
SWEETHEARTS ON PARADE (HB VC)
WHERE THE MOON PLAYS PEEK-ABOO (HB VC)
The old-timer on the first side will pick up some nickels, for it was extremely popular at one time and Wakely sings it well. Second side is a waltz which is possessive of some merit. Bank on "A" for major returns.

3★ 40060 Jerry Colonna
RIDING THE OLD DONNER TRAIL (HB V)
HONKEY LITTLE DONKEY (HB V)
This marks Colonna's advent on the Americana series. First is a straight hillbilly tune on the sentimental side. Flipover is a cute novelty song sung at a moderate tempo. Refreshing and entertaining.

4★ 15010 Margaret Whiting
LET'S BE SWEETHEARTS AGAIN (FT VC)
PASS THAT PEACE PIPE (FT VC)
A lush ballad that fits Maggie's pipes perfectly. Should climb the Hit Parade. "Peace Pipe" is a novelty ditty destined for a lot of playing in the months ahead. Bank on this side for big returns. Crew Chiefs aid vocally.

4★ 15011 King Cole Trio
NOW HE TELLS ME (V N)
THOSE THINGS MONEY CAN'T BUY (V N)
"A" is one of King Cole's most requested novelties on his recent concert tour across the country. Vocals are catchy. Platter mate is a ballad taken at slow tempo. Will please anywhere.

4★ 15012 Paul Weston
INTERMEZZO (Inst.)
LAURA (Inst.)
A re-issue of "Intermezzo" is bringing this tune back into the limelight and the swellegant recording should aid in pyramiding it to top popularity. "Laura" is somewhat similar and both are taken in danceable tempo. A good and profitable run can be expected from both sides.

4★ 15013 Andy Russell
SILENT NIGHT (V)
THE FIRST NOEL (V)
Exquisite vocal numbers. Russell employs Spanish lyrics and sets a reverent mood with the assistance of a male choir which blends admirably with the instrumental effects. Both are symbolic of the Christmas season and spots should be carefully selected for the use of this type disc.

3★ 474 Alvino Rey
PATCHES (FT VC)
JOHNSON RAG (FT Inst.)
They really dug deep for "Patches," for the tune was popular when Mabel Normand made the picture. Rey gives it a nice rhythmic pattern. Oldster on the "B" side jumps and band gives it plenty of dynamics. Good program filler.

5★ 40054 Tex Williams
NEVER TRUST A WOMAN (HB V)
WHAT IT MEANS TO BE BLUE (HB V)
This new western novelty is buoyantly reminiscent of Tex's "Smoke, Smoke, Smoke" classic and will perform as well for operators. Get it and put the top side at the top spot on your program. Tailored to order for automatic phono use. Companion tune is played at medium tempo and is fair.

4★ 40058 Larry Cassidy
THAT WILD AND WICKED LOOK IN YOUR EYE (HB V)
SAVE THE ALCOHOL (HB V)
A pair of humorous ditties that are vastly different from the usual hill country songs. Second, particularly, will click in bar locations. Cassidy sings of the drunken sailor who insists that if his ship sinks all the women and children should be saved first, but, by all means, save the alcohol, too. Very clever.

4★ 15007 Jo Stafford
SERENADE OF THE BELLS (FT V)
THE GENTLEMAN IS A DOPE (FT V)
An intimate rendition of the first side shows Jo Stafford at her best. With a vocal choir lending a warm and tasteful accompaniment, she has given the selection a beautiful treatment. On the second tune there is a subtle touch of hillbilly flavor. Jo sings it at a bright, jumping tempo. A dandy operator's disc.

4★ 473 Jack Smith
MY RANCHO RIO GRANDE (FT V)
PEGGY O'NEIL (Waltz V)
Aided by the Clark Sisters and the Earl Sheldon orchestra, laughing boy Smith does a nifty job on these two oldies. Jack swings along at a bright tempo on a true song of the sagebrush. On the flipover he enthusiastically sings the vocals and joins up with the girls for a patter chorus. Will get plays on automatics.

4★ 40050 Merle Travis
I LIKE MY CHICKEN FRYIN' SIZE (HB V)
FOLLOW THRU (HB V)
This ditty is considerably more subtle than the usual western ballad and as such it will get plenty of replays on most locations. The fans will go for this record. There's a good beat behind Merle and he has never been in better voice. Get it.

COLUMBIA

3★ 37929 Harry James
I STILL GET JEALOUS (FT VC)
SENTIMENTAL SOUVENIRS (FT VC)
Here is a coupling of a bright, bouncy tune from "High Button Shoes" with a melodic and sincere love-ballad. Customary trumpet passages are injected. Good dance record.

4★ 37939 Xavier Cugat
MADE FOR EACH OTHER (Bolero-Beguine)
RHUMBA FANTASY (Rhumba)
Tempo is on the brisk side here and shows Cugat's ability to adapt Latin tunes to big band arrangements. Band furnishes background for the varied instrumental solos. Second is an adaptation from Rimsky-Korsakov's "Capriccio Espagnol" and is entrancing.

4★ 37931 Doris Day
PAPA, WON'T YOU DANCE WITH ME? (FT V)
SAY SOMETHING NICE ABOUT ME (FT V)
"Papa" is a springy show tune from "High Button Shoes," and Doris does it in a polka style with a heavy two-beat orchestra backing. Lively and interesting. Sharing the disc is a wistful ballad with considerable charm. A good program number.

4★ 37952 Dinah Shore
HOW SOON (V)
FOOL THAT I AM (V)
These ballads, taken at a medium tempo, are a natural for Dinah. Both are warm, intimate numbers with a dash of torchy blues evidenced on the second selection. Good.

3★ 37940 Claude Thornhill
WARSAW CONCERTO (Inst.)
LOVE FOR LOVE (FT VC)
The piano is in the foreground on both of these contrasting numbers. First is adapted from the classical number and the Thornhill arrangement permits the band to pull out all the stops. Second is a dramatic ballad. Suitable for program filler.

4★ 37941 Tommy Tucker
SIPPING CIDER BY THE ZUYDER ZEE (FT VC)
A GIRL THAT I REMEMBER (FT VC)
First is a catchy little thing with a jingling at-

FREE!

MAIL OR BRING IN THIS ADVERTISEMENT with your order and you will receive a FREE sample copy of Aristocrat's smash hit tune,

"MICKEY"

Backed by "MY LITTLE GIRL"

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These NEW RCA VICTOR HITS

PERRY COMO
with Russ Case and his Orchestra
Two Loves Have I
AND
I Never Loved Anyone
RCA Victor 20-2545

TOMMY DORSEY
Let's Pick Up Where We Left Off
vocal by Stuart Foster
AND
Like a Leaf in the Wind
vocal by Stuart Foster and The Sentimentalists
RCA Victor 20-2546

are bringing in the Coins!

SAMMY KAYE
I'll Hate Myself in the Morning
AND
(If I Wasn't in Your Dreams Last Night)
Dream Again
RCA Victor 20-2524

VAUGHN MONROE
Love for Love
(from Warner's Pic "Escape Me Never")
AND
Baby Be Good
RCA Victor 20-2514

CECIL CAMPBELL
and his Tennessee Ramblers
Talk, Talk, Talk
AND
Hawaiian Dreams
RCA Victor 20-2531

ELTON BRITT
and The Skytoppers
I'm Tying the Leaves So They Won't Come Down
AND
I've Lived A Lifetime For You
RCA Victor 20-2501

ROOSEVELT SYKES
and his Original Honey Drippers
Kilroy is in Town
AND
Don't Push Me Around
RCA Victor 20-2534

SONNY BOY WILLIAMSON
Lacey Belle
AND
Polly Put Your Kettle On
RCA Victor 20-2521

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

tractiveness which should appeal to all. Flipover is a sentimental love ballad full of feeling and convincing sincerity. Okeh for automatic use.

3★ 37930 Frankie Carle
PEGGY O'NEIL (FT VC)
I'LL HATE MYSELF IN THE MORNING (FT VC)

A little below the Carle average. Work on the first side isn't up to par and will miss the boat on the automatic turntables. Second is slightly better and can be used for a program filler in a pinch.

3★ 37933 Les Brown
DARDANELLA (FT)
AFTER YOU (FT VC)

"Dardanella" is an oldie that was famous 'way back when. Brown gives it a straight instrumental treatment which is swellegant for dancing. Second dog is a heart-warming ballad with a punch. Acceptable for the average spot.

4★ 37921 Arthur Godfrey
FOR ME AND MY GAL (V)
TOO FAT POLKA (V)

A pair of crackerjack vocal numbers ideal for the automatic network. Godfrey has picked up a tremendous radio following and his first recording should get a good whirl. Get it.

5★ 37922 Beatrice Kay
HOORAY, HOORAY, I'M GOIN' AWAY (V)
MENTION MY NAME IN SHEBOYGAN (V)

First rate novelty numbers befitting the talents of this great comedienne. First is a zany style with a surprise angle amusingly presented. Second is a rousing ditty with vocal slurs that will floor you. Customers will eat this record up.

4★ 37934 Buddy Clark
THE EMPEROR WALTZ (V)
I'M WAITING FOR SHIPS THAT NEVER COME IN (V)

"Emperor Waltz" is one of the most famous of the lilting, sweeping waltzes of the old Viennese tradition. In practically concert style, Clark does two choruses very effectively. Second is another old standby beautifully recorded. Should do well in any type location.

MAJESTIC

4★ 1170 Eddy Howard
I'M A COMIN', A COURTIN', CORABELLE (FT VC)
I'LL BE THERE (FT VC)

Eddy Howard is featured on the vocals on both efforts and pattern follows closely the established Howard style. Good.

4★ 1176 Martha Tilton
A FELLOW NEEDS A GIRL (V)
PASS THAT PEACE PIPE (V)

Second side is best for automatic use. Martha does well with the clever lyrics and the tom-tom introduction launches the vocal work in fine fashion. "A" side is a slow moving affair with mild appeal.

4★ 1177 Eddy Howard
MY BLUE HEAVEN (FT VC)
A TUNE FOR HUMMING (FT VC)

Pay dirt on this disc. "A" is an old-timer in a neat arrangement with Howard vocalizing. Second side has plenty of merit, too. Eddy gives it a showmanship treatment.

3★ 6019 Pete Cassell
I KISSED YOU AND TOLD YOU GOODBYE (V)
TOO MANY PARTIES AND TOO MANY PALS (V)

There's an entirely new style of singing by the Blind Minstrel on these two sides. First is a sentimental ballad, while the second is a well-known old-timer. Cassell gives the famous recitation as part of the recording. Taverns may take this one up.

4★ 7272 Danny O'Neil
MY, HOW THE TIME GOES BY (V)
THE BEST THINGS IN LIFE ARE FREE (V)

Two Show tunes—one old, one new. Danny's pipes are in A-1 condition on both sides and the background music is tops. Operators can use this disc with good results.

M-G-M

4★ 10093 Korn Kobblers
DARDANELLA (FT)
IF YOU'RE CHEATIN' ON YOUR BABY (FT VC)

The Korn Kobblers step out of character on this disc and record two straight, unpanned versions which will be a real surprise to the fans. First side is given a variety of treatments, including a chorus of Dixieland. Second effort is a rhythm ballad with Eve Young and the City Squares on vocals. Good.

4★ 10096 Kate Smith
WHITE CHRISTMAS (V)
THE CHRISTMAS SONG (V)

This will be a "must" in a few days and this recording will stack up with all previous efforts as equal if not better. Kate does a nice job on both sides. Get it.

3★ 10094 Bobby Gregory
SHE'S ONLY A MOONSHINER'S DAUGHTER (HB V)
KICKIN' MY LOVE AROUND (HB V)

Gregory has a new style in the folk music field. First is a fast musical story with catchy lyrics and flipover is a ballad. Band gets in plenty of sassy licks. Will get across in hillbilly spots.

4★ 10089 Johnnie Johnston
HOW LUCKY YOU ARE (FT VC)
WHY SHOULD I CRY OVER YOU (FT VC)

A slow-spinning ballad which is currently heading the British Hit Parade. Johnston's arrangement is tops and his vocalizing is superb. Second is a revival of a lush hit of the 20's. An excellent vocal disc.

4★ 30035 Jimmy Durante
I'M THE GUY WHO FOUND THE LOST CHORD (V)
LITTLE BIT THIS, LITTLE BIT THAT (V)

Dipsolaughiac Durante records his second humorhued pair. First side is from MGM picture, "This Time for Keeps," and Jimmy throws the book at the lyrics. Second is the Schnozz's tale of his gal. Customers will re-invest on these tunes. Get it.

3★ 10082 Art Lund
JEALOUS (V)
—AND MIMI (V)

An old-timer coupled with a current hit in the "Mam'Selle" class. Vocals are well handled and disc is suitable for program filler.

MUSICRAFT

4★ 15116 Mel Torme
BALLERINA (V)
WHAT ARE YOU DOING NEW YEAR'S EVE? (V)

This is probably the best record Torme has made for Musicraft. His intimate phrasing blends well with the slow, rumba-style arrangement. Flipover is climbing fast in popularity and the Torme handling is excellent.

4★ 15117 Phil Brito
KATE (FT V)
I WISH I DIDN'T LOVE YOU SO (FT V)

Two new hit tunes featuring Brito and an all-girl ensemble. Lively and exhilarating. Brito does a neat job on both selections.

3★ 510 Riley Shepard
HONEY, BE MY HONEY BEE (HB V)
I CAN'T GIVE YOU BACK YOUR HEART (HB V)

These numbers are evoking a lot of interest. Shepard and the Santa Fe Rangers are heard to advantage on both sides. Hillbilly patrons will like this one.

4★ 511 Duke Ellington
DIMINUENDO IN BLUE (FT)
JAM-A-DITTY (FT)

Two original numbers by the Duke and first side is presented for the first time on records. Second is a Concerto for Four Jazz Horns. Both embody the talented showmanship which characterizes the Duke's musical efforts.

4★ 517 Phil Brito
WHITE CHRISTMAS (V)
AVE MARIA (V)

Add this one to your list of recordings for use during the Christmas season. Brito is tops in his recording and his waxing of "Ave Maria" is beautiful to hear.

NATIONAL

3★ 9038 The Ravens
SUMMERTIME (V Rhythm)
WRITE ME A LETTER (V Blues)

The appeal to race spots is strong. The Ravens come through with a wonderfully unique version of the immortal Gershwin tune on the front flip and then go bluesy on the bracer. The lads have rhythm galore and a fresh musical slant.

SUPER DISC

3★ 1021 Erskine Butterfield Quartet
THEM THERE EYES (V Rhythm)
TAIN'T WHAT'CHA DO (V Rhythm)

Race and boogie spots will go nuts over "B." It's a streamlined tune full of superb rhythm, excellently arranged. "A" is a zestful rendition, well done, but the under-one takes cash box priority.

3★ 1039 Arthur Smith's Kracker Jacks
NEW YORK TO NEW ORLEANS (V HB)
MOUNTAIN POLKA (V HB)

Nice choo-choo sound effects on the spin-up, and fine guitar fingering by that man Smith—but the tune runs along in the same monotonous groove and loses interest with each whirl. The mountain folk will like the bottom one. Give it the needle when you hit those hillside locations.

3★ 1030 Sunny Williams Trio
REVERSE THE CHARGES (V Rhythm)
THE BOOGIE MAN (V Rhythm)

The vibrant piano of Sunny Williams sparks this brace. "Reverse" is done in slow tempo and is just another offering; the reverse is the cookie catcher. Jivesters will go on a wing ding when they tone-arm it. Done in medium fast tempo, it

Top executives of E. T. Mape Distributing Co. and the National Filben Co. are pictured at the recent highly successful showing in Los Angeles.

From left to right: Leonard Baskfield, Mape vice-president; Vance Mape, Jr., manager of the Stockton branch; Bert Davidson, vice-president of National Filben Co.; E. T. Mape, president of the firm bearing his name; and Ray Powers, manager of the Los Angeles branch.

FILBEN

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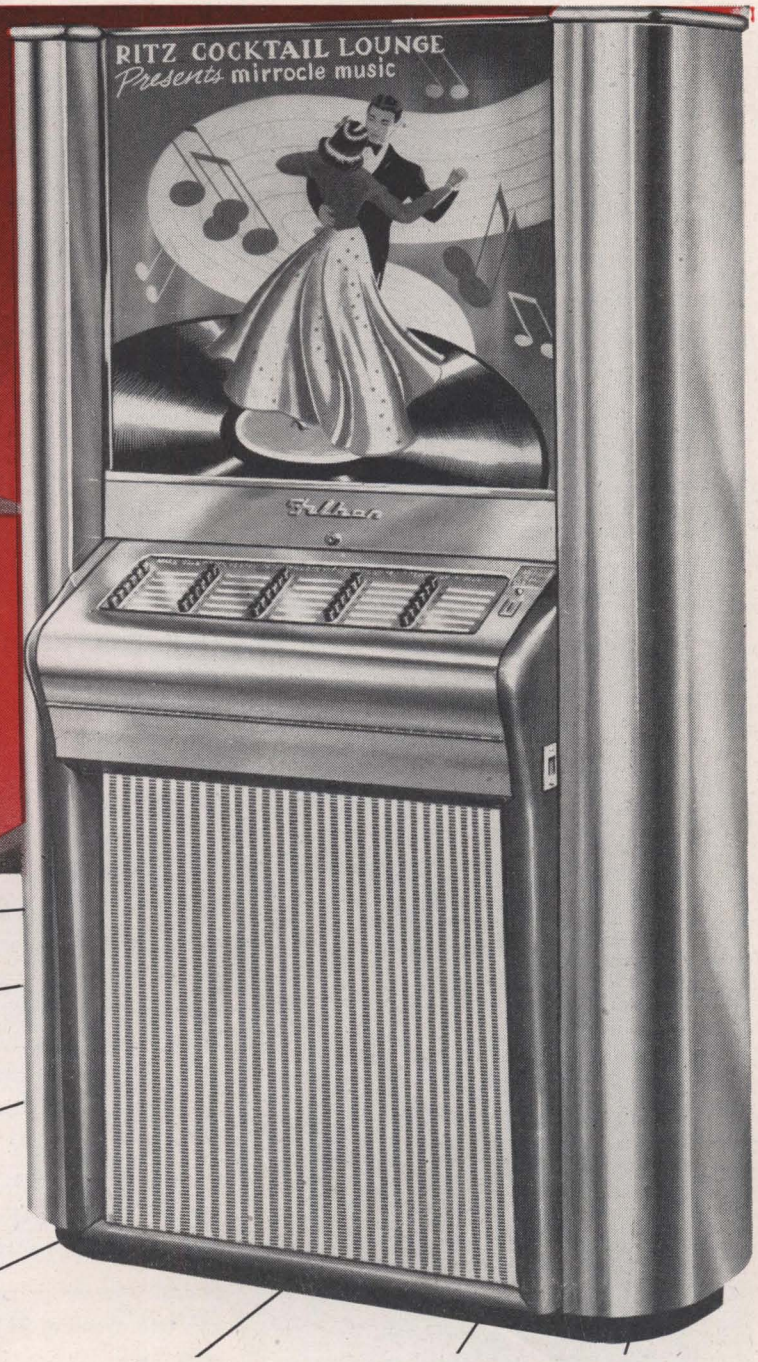
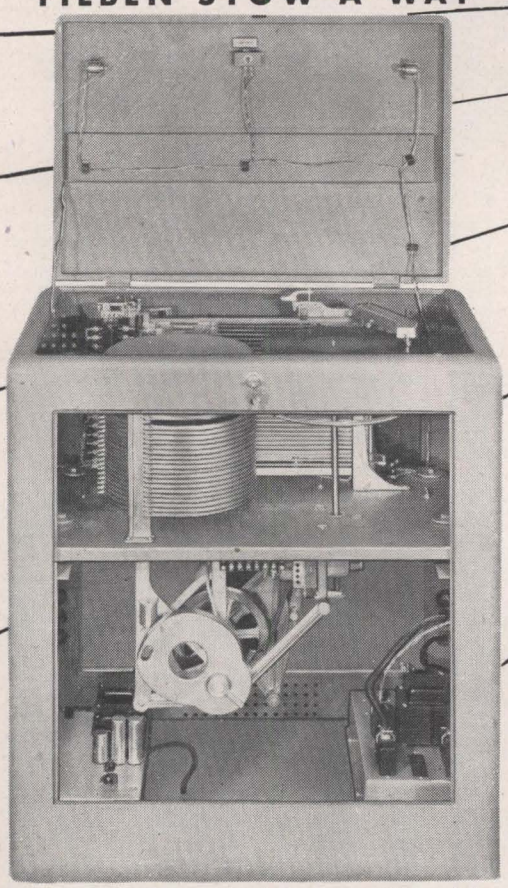


FILBEN STOW-A-WAY



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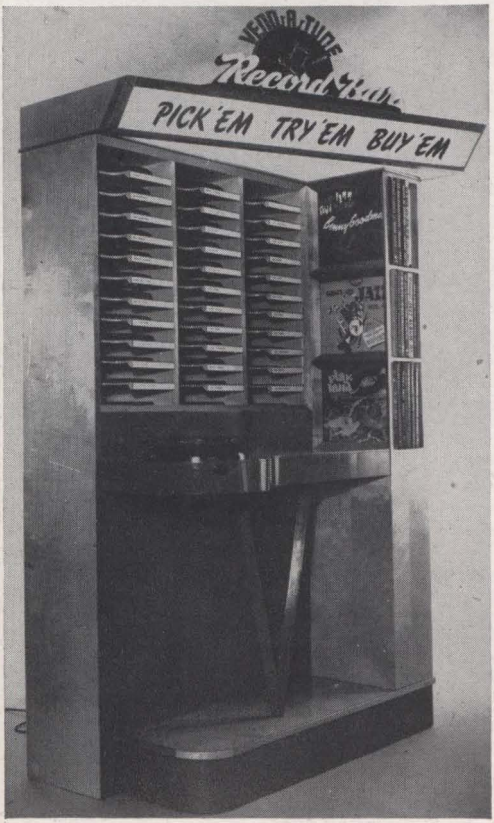
OF A NEW AND PROFITABLE BUSINESS



The *VEND-A-TUNE RECORD BAR* is a compact means of merchandising records — designed primarily to sell the top ten recordings through drug stores, malt shops, markets, department stores, etc. *Any store is a potential location.*

Handle this *VEND-A-TUNE RECORD BAR* along with your regular route operations.

Actual operations prove that you can average $150.00 per week with 10 machines on a 50-50 basis with locations.

●

The *VEND-A-TUNE RECORD BAR* has a self-contained record player, lucite sign lighted by a cold cathode light, cabinet is all natural birch. Displays 375 records and 21 albums, has storage space for approximately 500 records and albums. Cabinet measures 24"x42"x6' high.

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$197.50 f. o. b. Los Angeles, Calif.

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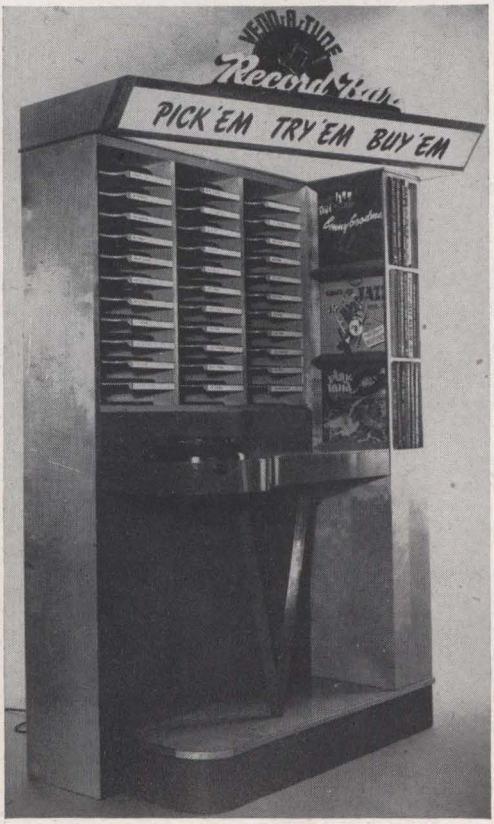

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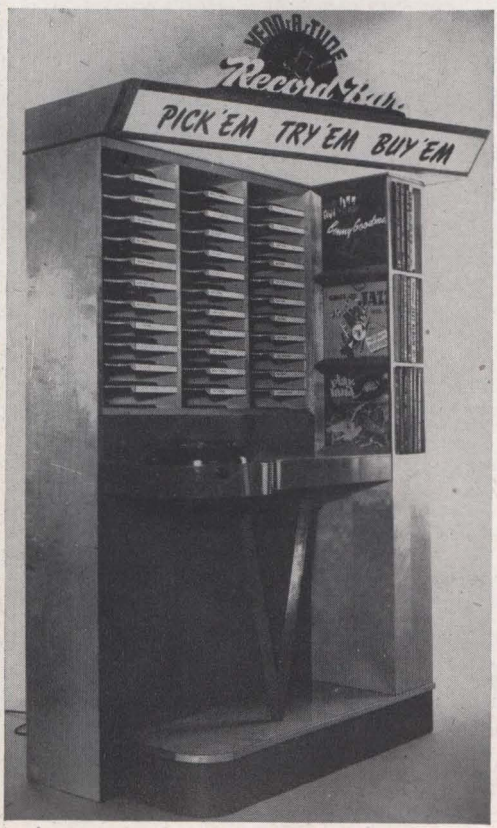

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clicks like a hot chick. Solid and stumpy throughout.

WESTERNAIR

3★ 103 Stan Boreson
I'M LOOKIN' FER A WIFE (V HB)
APPLE BLOSSOM WALTZ (Inst.)
Starter is a sprightly hill tune with good lyrics and rhythm, and should enjoy average play. Bottom side falls short of the opener and only a certain poignancy in the melody saves it from being buried at the bottom of the stack fill.

3★ 106 Cal Shrum
I CAN'T HELP THE WAY YOU FEEL (V HB)
I'M HUMAN SAME AS YOU (V HB)
A couple of conventional cowtown heart breakers, with a sigh and lament in every bar. Good for fills only.

VICTOR

3★ 20-2517 Deep River Boys
IT HAD TO BE YOU (V)
HEADS YOU WIN AND TAILS I LOSE (V)
Male quartet numbers with piano, guitar, drums and bass. The unusual interpretations are interesting. First tune is being revived in a current flicker. Coupling has the boys at a slower pace. Good.

3★ 20-2518 Billy Williams
THROW A SADDLE ON A STAR (HB V)
ROUNDUP TIME FOR LOVE (HB V)
Fast and snappy. Billy's ingratiating Texas style of serenading is pleasing. Tunes are of customary western calibre. Okeh for hillbilly spots.

3★ 20-2520 Pee Wee King
DON'T FEEL SORRY FOR ME (HB V)
DON'T FORGET (HB V)
Rustic music fans will take this one in with open arms. Pee Wee and the Golden West Cowboys are moving into the fore ranks with their recordings. Rapid-fire guitar plucking with zingy fiddles accentuate the numbers. Satisfactory.

4★ 20-2500 Charlie Spivak
HOW LUCKY YOU ARE (Waltz VC)
AT DAWNING (FT)
Spivak does an excellent job of recording England's top tune. The Spivak trumpet echoes the melody and sets the mood. A neat, romantic package. Interpretation of Cadman's "At Dawning" has superb feeling.

4★ 20-2512 Tony Martin
I'LL DANCE AT YOUR WEDDING (FT V)
CAROLINA IN THE MORNING (FT V)
In line with the current vogue Victor couples a new tune and an old favorite for splendid results. Martin is in good voice and both sides will please.

3★ 20-2513 The Three Suns
SLEEPY TIME GAL (FT)
THAT OLD GANG OF MINE (FT V)
A pair of favorites get a "Three Suns" sendoff on this platter. First is a straight instrumental, while a barber shop quartet type of vocal gives a nostalgic appeal to the second side. Good.

4★ 20-2482 Sammy Kaye
HAND IN HAND (FT VC)
SANTA CLAUS FOR PRESIDENT (FT VC)
Good program record. First side is a sentimental thing featuring a vocal duet. Second is timely. Speeches, shouts of joy interpolate the martial rhythm as the novel election gets under way. Use it to advantage right now.

4★ 20-2483 Beryl Davis
PASS THAT PEACE PIPE (V)
THE BEST THINGS IN LIFE ARE FREE (V)
The lush thrush from overseas demonstrates a surprising flair for novelty numbers on the first side of this disc. On the exciting and colorful Redskin rhapsody Beryl wraps it up in brilliant style. Coupling was introduced twenty years ago and is as warm and tender today as then. A good operator's record.

4★ 20-2497 Tex Beneke
A GIRL THAT I REMEMBER (FT VC)
SURPRISE SYMPHONY (FT)
"A" side is one of the most popular numbers the Beneke band is asked to play on dance dates. Tune is a ballad and keyed to a slow dance tempo. Flip-over is a true surprise in the way Haydn's "Surprise" symphony is played by the Beneke bunch. Haydn really jumps, as the horns sound out with some torrid heat. Excellent for automatic use.

3★ 20-2498 Bill Johnson
CHICKASAW LIMITED (V N)
YOU'RE THE DREAM OF A LIFETIME (FT V)
Bill Johnson and his Musical Notes are currently hitting some of the top night spots along the eastern seaboard. Johnson and Gus Gordon set the lyrics afloat on these numbers and the style is interesting to note. Passable as program filler.

4★ 20-2484 Sons of the Pioneers
OUT IN PIONEERTOWN (HB V)
YOU'LL BE SORRY WHEN I'M GONE (HB V)
"Pioneertown" is the spot where Roy Rogers and the Sons of the Pioneers go on location for Republic films. Tim Spencer has written the colorful lazy number about the spot where the scented breeze of the frontier still remains. Coupling features the Sons' distinctive vocal blending. Nice record; it'll ring up a nice return.

3★ 20-2486 Rosalie Allen
MOUNTAIN POLKA (HB V)
BELIEVE ME, I'LL BE LEAVING YOU (HB V)
Featuring three guitars throughout, this polka clips right along at a brisk tempo. Rosalie's rhythmic feeling is dance inducing. Some sturdy yodeling is included on the second side.

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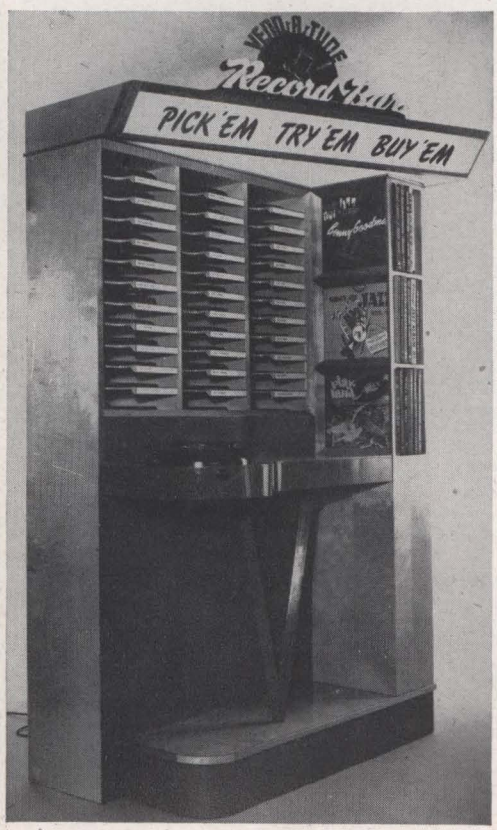

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POPULAR ALBUMS [10"]

Columbia C-143

SONGS OF THE SMOKY MOUNTAINS featuring Roy Acuff. Wreck on the Highway, Fire Ball Mail, The Precious Jewel, Pins and Needles, Wabash Cannon Ball, Freight Train Blues, Wait For The Light To Shine, Low and Lonely.

Here is a collection of the best of the many recordings made by Roy Acuff. String music is a fitting background for Roy's singing and he is featured on all 8 sides. These platters will be sock material for Acuff fans from now on out. If you've hillbilly spots snap up this album.

Columbia C-145

GOLDEN GATE SPIRITUALS featuring the Golden Gate Quartet. No Restricted Signs, I Will Be Home Again, Joshua Fit De Battle Of Jericho, Wade In The Water, Swing Down Chariot, Blind Barnabus, God's Gonna Cut You Down, Jezebel.

Known around the country for their authentic and convincing renditions of the spirituals this group will find ready acceptance particularly in colored spots. Lads do a bang-up job. "Joshua" and "Wade In The Water" lead the list for coin machine use. Good.

Columbia C-151

SONGS OF THE SOUTHWEST by Al Dexter. I Waited Too Long, Why Did I Have To Be, Pistol Packin' Mama, Rosalita, Texas Waltz, Two Broken Hearts, I Told My Heart, Can This Be Real.

An unmistakable Texas flavor permeates this collection of folk songs as Al Dexter handles the vocals and the Troopers furnish the musical background. Group shows the boys at the height of their versatility. Tunes are conventional Dexter arrangements. Acceptable for any western spots.

Columbia C-147

8 SHADES OF BLUE featuring Woody Herman. In The Blue Of Evening, Am I Blue, Blues In The Night, Blue Prelude, Under A Blanket Of Blue, I Gotta Right To Sing The Blues, Between The Devil And The Deep Blue Sea, My Blue Heaven.

Taken at a strict dance tempo these old favorites emerge as a dandy collection of tunes suitable for use over and over again on almost any type of location. Woody does the vocals adequately. A good album to have on hand.

Columbia C-155

DOROTHY SHAY GOES TO TOWN. Just A Friendly Feeling, Mountain Lullaby, He's The One, The Style To Which I'm Accustomed, With A Little Indiscretion On The Side, It's The Little Things That Count, Agnes Clung, The Drainpipe Song.

You won't find another "Feudin' and Fighting" in this collection of new Shay tunes but you will find some material which makes good fare for the automatic turntables. Take the last four numbers, for instance. They're all cleverly done and sophisticated enough to please everyone, still they're tinged slightly for those who like spicy punctuation in their Shay tunes. Cash in on the current Shay popularity by featuring these new numbers. They'll more than pay their way, yessir!

Columbia D-1

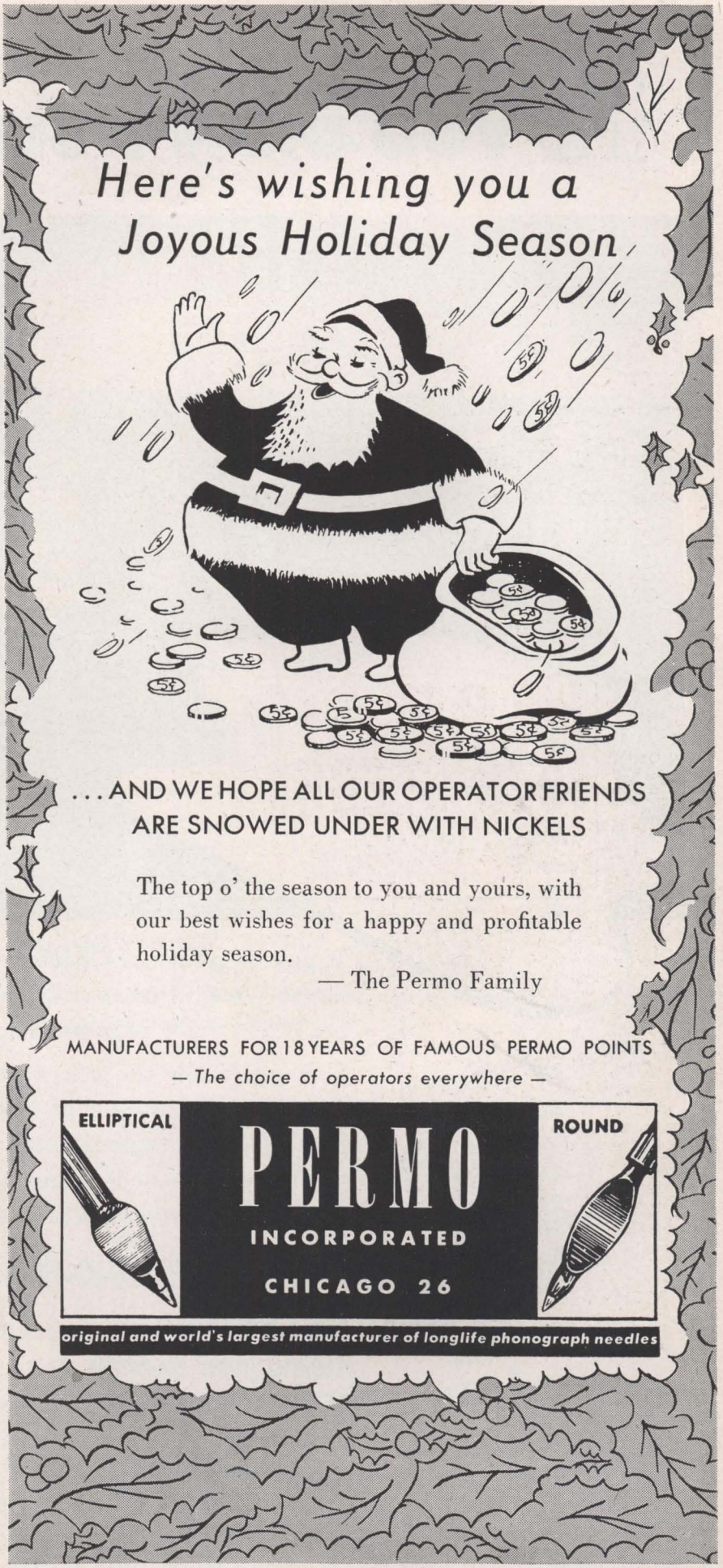
TORCH SONGS by Dinah Shore. St. Louis Blues, Tess's Torch Song, Bill, When A Woman Loves A Man.

A quartet of sizzlers sung in a sultry manner by La Shore. Numbers are well known and stand up well under the Shore delivery. Good.

M-G-M 9

STRAUSS WALTZES featuring Harry Horlick and his Orchestra. Blue Danube Waltz, Sweetheart Waltz, Emperor Waltz, Lagoon Waltz, Vienna Life, Where the Citrons Bloom, Artist's Life, Wine, Woman and Song.

A magnificent collection of Strauss numbers superbly recorded by a full orchestra under the baton of Harry Horlick. Selections are all prime favorites in the field of standard music and may be interspersed with any other numbers on your program stack and get plenty of attention. For piped music outlets and wired music setups this album is a "must."


Here's wishing you a
Joyous Holiday Season
. . . AND WE HOPE ALL OUR OPERATOR FRIENDS ARE SNOWED UNDER WITH NICKELS
The top o' the season to you and yours, with our best wishes for a happy and profitable holiday season.
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— The choice of operators everywhere —
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If you didn't see the Seeburg 2-Year Plan in reality at our ope house—we'd like to tell you about it—NOW! And if you *di* see it *you know* why we're so sold on it.

Seeburg backs the operator—understands his problems. Th 2-Year Plan proves that beyond question. Add to the two-yea plan the advantages of scientific sound distribution and absolut music control—no fade-away—no blare. And above all—no adap ters and no converters are necessary.

HERE'S HOW THE TWO-YEAR PLAN WORKS

NO LOCATION IS TOO LARGE — NO LOCATION IS TO SMALL FOR PROPER, PLEASING MUSIC REPRODUCTION B SEEBURG. Listening enjoyment is assured. Ease of selection unsurpassed. Wallomatics provide multiple sales points—mor opportunity for PROFITS!

..Here's How It Works....

THE SEEBURG TWO-YEAR PLAN

EXAMPLE 1

THE SEEBURG 146

(1946 Symphonola) COST **$795.00**

By adding a new dome and new illuminated door at **102.50**

(By adding $102.50 to the original cost of $795.00 your 1946 model becomes a 1948 model! **$897.50**

$51.25 per year for 2 years!

EXAMPLE 2

THE SEEBURG 147

(1947 Symphonola) COST **$875.00**

By adding a new, modern plastic dome and eye-catching door kit with colorful animation.

By adding $22.50 to the original cost of $875.00 Your 1947 model becomes a 1948 model! **22.50**

$22.50 — total cost per year for 1 year! **$897.50**

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SEEBURG PROTECTS YOUR LOCATIONS!
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STAY AHEAD WITH SEEBURG — take advantage of this operator protection plan.

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HOMER E. CAPEHART
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Chairman of the Board
Associates Investment Company

HOMER CAPEHART: "I am pleased to announce that Packard Manufacturing Corp. has succeeded in securing for all music operators the financial services of one of the largest consumer credit institutions in the U. S. —the Associates Investment Company.

This means that music operators, through Packard, now can take advantage of the *fairest and finest* time-financing plan ever offered to business men of the automatic music industry. I firmly believe that this arrangement further increases the opportunity of every operator to establish his business—and his future—*securely*."

MR. MORRIS: "It gives us much pleasure to offer to Packard operators the services of the Associates Investment Company in providing a financing plan which, I believe, is superior to any plan yet offered to the music men of this country.

It would appear that this plan is the answer to the problem of making available to the music operators the finest commercial equipment at a price and terms well within the ability of the purchasers to pay."

Packard Manufacturing Cor

INDIANAPOLIS 7, INDIANA

MARK WARNOW
1520 NORTH GOWER STREET
HOLLYWOOD 28, CALIFORNIA
HIllside 2153

Dear Music Operator:

I have just made my first pop record, and I'm prouder than my dog Daisy was when she had her litter.

Here's how it happened. I mean the record, not the litter.

Mr. Charles Washburn of Coast Records came in one day and said, "Mark, we'd like you to record for us. You can choose your own orchestra, any size you like, select your own tunes, record whenever and wherever you like. What we want is a record that makes you happy. Then there's a pretty good chance that everyone else will be pleased."

No one could refuse an offer like that. Including me.

So we rolled up the sleeves and went to work. First we assembled a special orchestra of twenty-six pieces, conspicuous by its absence of brass. Then we went looking for tunes, new tunes, and finally came up with "Who Put That Dream in Your Eyes" and "Senorita Maracas from Caracas". Next was the search for a girl singer. We listened to air checks, records and in-person performances, finally settling on a newcomer named Lorry Raine, because she had just the kind of a voice we wanted. And finally, for the actual recording, we used the Earl Carroll Theatre. It has the finest acoustical set-up I have found in Hollywood, not dissimilar to the sound of Liederkranz Hall in New York.

All this activity was not without purpose. I had spent enough time dropping nickels into juke boxes around town to know that the conditions under which they operate are not always ideal. Hence, any record designed for that trade should be produced with certain things in mind. We think we have succeeded in making a record that will suit your all-around needs. Here's the one, two, three.

1. Coast Records says that its product "consistently outwears all others". And they're not kidding. After all, they do use over 20% shellac.

2. The combination of an unusual orchestra and recording studio has given the record an exceptional "sound" quality.

3. Lorry Raine's high riding vocals, a really superb performance, will be heard without distortion, no matter how difficult a condition your machine might be operating under.

So now you know why I'm prouder than Daisy.

But now there's something I want to know. What do you think of the record? Would you drop me a note? Or if you're in town, come into the office and have a beer with me. Fact is, there are going to be other records. And, quite frankly, we'd like to know what you think of our first effort.

Sincerely yours,

Mark Warnow

P. S. I forgot the most important thing, and that is where you can buy the record: Coast Record Manufacturing Company, 2534 West Pico Boulevard, Los Angeles 6, California.

Ridin' Herd with

COMMENTS ON MACHINES—THE FOLKS WHO MAKE, SELL AND OPERATE THEM

As December dawns, convention talk becomes more the order of the day. For business reasons, it is generally considered best to postpone convention talk till as near the end of the year as possible. Something new has been added this year, with the holding of the national vending machine trade convention, under auspices of NAMA, in December and that speeds up the convention talk. The general Industry convention comes in January, soon enough to give manufacturers time to get started on a new year's production program.

Art Sauve, pioneer in the Industry and booster of Detroit, tells about his educated horse, Flicker, to the envy of the Chicago trade. Story is that the horse is loyal to Michigan and when asked if he likes Democrats, will shake his head emphatically, "No!" Sauve is making business plans for the new year.

John Chrest is too busy with *Tally-Ho*, new Exhibit Supply Co. pin ball game, to think much about the new addition to the plant now under construction. Perc Smith, champion of Exhibit arcade machines, is enthusiastic about the new plant space and hints that his office may be above the ground floor.

Sign of what individuals and nations are put to when inflation becomes a problem is seen in the reported tightening up on credit by the banks. It is an engineered move to stall the inflation spiral to some extent. Hamper on credit in the coin machine trade occurs also when one of the important finance companies in the field makes a rule to take no more new customers.

The origin of the name, *Mirrocle Music*, seemed puzzling. Bert Davidson, of National Filben, Chicago, says it is the modern way to tell how "a miracle mirror is used to help sell miracle music."

By virtue of its alphabetic priority, ABC Vending Corp., the new vending combine, gets first place on the over-the-counter stock market reports. It and other coin machine firms on the stock exchange or curb markets make the reading of stock market pages more interesting, even to those who have no money to buy stocks.

Howard Freer, Empire Coin Machine Exchange, Chicago, enjoys showing visitors the departmentalized arrangement of the new 2-floor distributing establishment, called a coin machine super market.

There's a reason why D. Gottlieb & Co. was taking on skilled help in recent weeks. Distributors began to call for more *Humpty Dumpty* games and to report the demand coming from operators. As previously reported in THE REVIEW, the new game is part of the new trend to give more action to the playing field in pin ball games.

R. E. (Smitty) Smith, Buckley Mfg. Co., Chicago, is proud of the new truck recently added to the firm's fleet. He says it is definite proof that Buckley is giving service to customers. Jerry Haley, also with Buckley, studies markets with the aid of his long experience in the console and bell field.

George Ponser, heading the George Ponser Co., says he has really come to live in Chicago. His first game is a roll-down called *Pro-Score*. He is welcomed among the large list of Chicago manufacturers. He is a young man who came up the royal way: operator-distributor-manufacturer.

A current list of names of pin ball games heard in trade circles includes *Broncho, Ginger, Hi-Ride, Humpty Dumpty, Nevada, Nudgy, Oscar, Sea-Isle, Tally-Ho* and *Tom-Tom*, in alphabetical order. Roll-down games are also very popular today and among names now new on the list are *Esso Arrows, Hawaiian Roll-Down* and *Pro-Score*.

Friends of L. C. (Lindy) Force, sales manager of AMI, Chicago were extending sympathy during his stay in the hospital. An operation early in November kept him in for four weeks, at least.

Ralph Berger, owner of the famous Latin Quarter, Chicago, will distribute the *Drink-O-Matic* soft drink vendor (cup) in two states. He says his margin on soft drinks sold at his night club is bigger than the margin in vendors but, just the same, he is enthusiastic about the prospects for vendors. A group of the Latin Quarter entertainers recently went to Vaughan Hospital to entertain veterans there.

Tobacco distributors have announced their next annual convention in Chicago again. It will be the week of April 12, which takes it entirely away from any coin machine conventions. There was a time when the NATD conventions coincided with the coin machine show and delegates could go from one convention to the other. NATD will have its conference sessions during the 1948 convention and also manufacturers' exhibits. Joseph Kolodny, managing director, also heads the new national organization for wholesalers in all trades, a group that is attracting attention for its expressions on economic questions. Cigarette operators remember Kolodny as a fellow operator.

Sam Kresberg believes so strongly in the future of soft drink vendors that he glows with the old enthusiasm when talking about them. He is a principal with Al Cole in the Drink-O-Mat Industries, makers of the *Drink-O-Matic* cup vendor, and came to Chicago for the showing of the vendor at the Sherman Hotel. The firm has opened offices at 250 West 57th street, New York City.

Fulton Moore, Williams Mfg. Co., Chicago, says tests of dime and quarter chutes on amusement games have proved real boosters for the operator's take. The extra chutes have boosted play as much as 40 per cent, he says. Moore recently bought a plane and in a sense gets back to his old love. He was for many years in the aviation field.

Drug stores in the heavy traffic districts of Chicago have resisted coin machines for many years, but now they are beginning to take them in. The postage stamp vendors got a big sendoff in the city's leading drug chain and now pop corn vendors are showing up in a lot of drug stores. Once in awhile a phono can be seen in a drug store in the crowded areas. Space is at a premium in drug stores, of course, on the main streets.

The educational process of getting an industry to use coin machines is a slow one, but in many cases it is the only way to sell a new idea. At the 1946 convention of super market stores in Chicago, two soft drink vendors were on the floor; at the 1947 convention, four soft drink vendors were on the floor. Three of them were for bottled goods and one was a cup machine. Bally, Mills, Vendo and Vendolator, manufacturing firms well known in the coin machine trade, were represented by name tags on the vendors but the machines were placed by the two big competitors—Coca-Cola and Pepsi-Cola.

Somebody seems to have the idea that eventually the owners and managers of super markets will take to vending machines to sell soft drinks and other goods. And if the machines are displayed at enough of their conventions, the idea will take some day. That is what may be called the educational process.

While speaking of super markets, it might be worth mentioning that M. M. Zimmerman, editor and publisher of *Super Market Merchandising* magazine, has long been recognized as a friend of vending machines and has in times past written articles on the growing industry.

Harold M. Schaef, head of Victor Vending Corp., has never forgotten his early operating experience and always thinks of the operator's real needs when developing a new machine. He believes in sturdiness and simplicity when it comes to bulk vend-

(See RIDIN' HERD, Page 48)

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9 ROLL-A-BALL ROLL-DOWN GAMES

PERFECT CONDITION

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ONLY $74.50 each

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RIDIN' HERD

(Continued from Page 46)

ors. If girls read this column—Schaef still remains a champion of single bliss despite the efforts of close friends to change his mind.

The new Jacobs bottled drink vendor (made for Coca-Cola) shows a little different design than other Coke vendors, in the rounded top of the cabinet. This rounded top effectively houses the revolving drum that carries the load. Dispensing depends on gravity. Jacobs has a device which makes it easier for service man to load the vendors. F. L. Jacobs Co. is also in the coin washer business and is mentioned as "among the Big Three."

"Filben Is Answer to Price Problems"—Baskfield

SAN FRANCISCO — "Operators are acutely sensitive to today's price structure and are finding the answer to their problems in the Filben *Mirro-cle* cabinet and the *Stow-A-Way* hideaway," states Leonard Baskfield, vice-president of E. T. Mape Distributing Co. "In addition, the new decorative design of the cabinet blends in with any type location."

While California is the birthplace of mirrored music, Baskfield notes that the trend is catching hold in the east by leaps and bounds. "Filben recognized the tremendous potentialities of this vast new market and is the first national manufacturer to bring out a mirror-type cabinet."

Baskfield announced that the Filben speaker line has arrived (two types) and that the firm will shortly ship 20 and 24 selector cabinets for other types of equipment.

Lorry Raine Makes Hit on Coast Platter

LOS ANGELES — Although she's been on the Hollywood scene less than a year, Lorry Raine has become the most talked about new singer in the business. Most proud person is publicity expert Tim Gayle, because it was he who piloted her to virtually overnight fame. And he's most proud of the fact that everything he's said and had people say about her has been justified by her own talents and natural niceness.

Lorry's debut was on Mark Warnow's great "Sound Off" radio show, and her first record is the featured vocalist spot on Warnow's Coast release of *Who Put That Dream In Your Eyes?* and *Senorita Maracas From Caracas.*

This record is the first single pop release Mark Warnow has ever made. Local disk jockeys have been giving it some terrific plugs. Coast Records has been swamped with orders and is convinced that this will be their first big pop record. Tune was written and recorded especially for automatic phonos.

"Manhattan" Hits Its Stride

LOS ANGELES—"Packard's *Manhattan* phonograph is hitting its stride," says Jack Gutshall, "and operators are getting plenty of first-hand proof that this luxurious phonograph can easily double their operating profits.

"One of the most significant trends that the *Manhattan* has started is an industry-wide revision of location commissions," Gutshall adds. "It's pretty hard to get a location to agree to lower commission when the same old phonograph remains on the spot. But when an operator comes in with a great machine like the Manhattan, the location has no choice but to accept a lower commission."

Turkey in the Needle

CHICAGO — To promote sales of their famous line of needles, Aero Needle Co. inaugurated two contests: a "Turkey Special" for distributor-salesmen and a free prize program for retail sales personnel.

The marked enthusiasm with which the plan was received by salesmen and retail personnel helps explain why *Aeropoint* is so widely known as "the merchandised line."

Brandt Distributing Moves

ST. LOUIS—Enlarged quarters at 1809-11 Olive St. is the new home of Brandt Distributing Co., Wurlitzer headquarters in St. Louis. The move will enable the firm to render better and faster service to Wurlitzer operators in the area.

THE JONES BOYS PLAY SANTA TO YOU
USED EQUIPMENT AT "GIVE-AWAY" PRICES
PHONOGRAPHS
SEEBURG
8200 R.C., Lo-Tone—Refinished & Reconditioned ... $350.00
8800 R.C., Lo-Tone—Refinished & Reconditioned ... 350.00
9800 R.C., Lo-Tone—Refinished & Reconditioned ... 350.00
Concert Master, R.C. ... 205.00
Regal — Refinished and Reconditioned ... 135.00
Hideaway with Vogue Mechanism ... 175.00
WS-2Z Wall-O-Matic, with Metal Cover ... 27.00
WURLITZER
1015 ... $595.00
24 ... 135.00
41 ... 75.00
61 ... 85.00
71 ... 105.00
312 ... 45.00
412 ... 49.50
500K ... 135.00
500R ... 119.50
600K ... 129.50
600R ... $119.50
616 ... 65.00
700 ... 265.00
716 ... 65.00
850 ... 265.00
950 ... 245.00
Victory ... 95.00
P-12 ... 35.00
430 Selective Speaker ... 49.50
ROCKOLA
1422—Like New ... $475.00
Commando ... 165.00
MILLS — Empress ... $105.00
Super 40 ... $155.00
Standard 39 ... 139.00
AMI—Singing Tower ... $65.00
GAMES
CONSOLES
Bally Triple Bell, 5-10-25c or 5-5-25c ... $595.00
Bally Hi-Boy, 5c ... 359.00
Bally Club Bell, 5c ... 65.00
Keeney Two Way Super Bell, 5-5c ... 139.00
Keeney Super Bell, 5c, FP or Cash ... 89.50
Mills Three Bells, 5-10-25c — Post War ... 275.00
Mills Jumbo Parade ... 35.00
Watling Big Game ... 35.00
Jennings Challenger 5-25c — Like New ... 485.00
Jennings 5c Silver Moon Console ... 39.50
ARCADE EQUIPMENT
Bally Undersea Raider ... $ 89.50
Bally Line-A-Basket, With Stand ... 55.00
ONE BALL
Victory Derby, P.O. ... $155.00
Big Parley, P.O. ... 175.00
Kentucky, P.O. ... 65.00
Club Trophy, F.P. ... 65.00
Blue Grass, F.P. ... 49.00
Record Time, F.P. ... 39.50
Grand National, P.O. ... 25.00
Mills Owl, F.P. ... 29.50
FIVE BALLS
Rocket ... $149.50
Double Barrel ... 115.00
Midget Racer ... 85.00
Surf Queen ... 65.00
Shangrila, Suspense, Keeney Velvet, Basko, School Days, Bowler, 1941 Majors, Ten Spot, Victory
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CIGARETTE AND CANDY VENDING—
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P) (TF)

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BE INDEPENDENT—
Own a route of Latex Vending Machines. Large returns for small investment. We have Latex for any type Prophylactic vending machine. Write for prices, information. FOWLER DISTRIBUTING CO., 3030 Crooks Road, Pontiac 6, Michigan. (OND-P)

FOR SALE—
150 Mason Mint Venders, 1c play, some with Gum Converters, A-1 condition; no reasonable offer refused. WM. PRESSER, 1648 St. Clair, Cleveland, Ohio. (DJF-P)

FOR SALE—
3 Bally One-Ball, Free Play '41 Derbys, 3 Bally One-Ball Jockey Clubs, cash payout, 1 Bally Kentucky One-Ball, cash payout, 1 set of three Watling Rolatops, 5c, 10c, 25c slots. 1 Pace Saratoga, 5c; 3 Paces Reels, 5c; 1 Twin Pace Console, 5-5. 1 Twin Pace Console, 5-10. Make best offer for the lot or best offer item wanted. PALMANTIER SALES CO., 4025 Harrison Ave., N. W., Canton, O. Phone No. 41628. (D-P)

FOR SALE—
9 Mills Silver and Gold Vest Pocket Bells, used 30 days, $52.50 each. 7-day return privilege. 1/4 deposit. DUVY, Childersburg, Ala. (DJF-P)

FOR SALE—
Revco Ice Cream Vendors. 27 used, 5 new, all in excellent condition. $225.00 each. Address replies to DAVIDSON BROTHERS, 5723 West Jefferson Blvd., Los Angeles 16, Calif. (D-P)

FOR SALE—
"as is," National, DuGrenier and Uneeda Pack Vending Machines. These machines were taken off location and replaced with newer equipment. ALLEGHENY CIGARETTE SERVICE CO., 1123 Penn Ave. Wilkinsburg, Pa. (D-C)

WILL TRADE—
10 new Bally Eurekas in original crates for Packard Wall Boxes or late five ball tables. WALBOX SALES CO., 1503 Young Street, Dallas, Texas. (D-P)

SAVE MONEY—
Get our prices before ordering gum and nut machines or merchandise. Write for free booklet, "Dollars from Pennies." BECKER VENDING SERVICE, 105-4 Dewey, Brillion, Wis. (D-C)

TRADE PRACTICE CONFERENCE 43

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I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

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Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

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Top quality 5/8", 140 count Bubble Ball Gum, 36c pound, 100 pound quantities. We pay freight on 500 pounds. AUTOMATIC SALES, 440 Park, Beaumont, Texas. (D-P)

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100 Model G. V. Adams six column one cent gum vendors, 16 Model N four column Adams gum vendors, all about one year old, 30 never been on location. Will take two thousand dollars, f.o.b. Kansas City, Mo. All the gum you want at 50 cents per box. SILENT VENDING CO., 3718 Prospect, Kansas City 3, Mo. (D-C)

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All sizes, at factory wholesale prices. Write for our literature. Direct Sales Dept., K & S FAN CO., 70 W. Madison, Chicago, Ill. (D-P)

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2 Minit-Pop Popcorn machines, 6 months old, in perfect working condition. $400 for the two. GOODMAN VENDING SERVICE, 119 Cumberland St., Lebanon, Pa. (DJF-P)

FOR SALE—
1 new Marvel Pop-Up, list price $49.50, my price, $35.00. G. H. LISLE, 319 West Duarte Road, Monrovia, Calif. (D-P)

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We Pay Top Cash for Used Records. Any Quantity. Write, Wire, Phone Today. Pick-up within 100 miles. TOPS MUSIC ENTERPRISES, 4418 South Hoover, ADams 0910, Los Angeles, Calif. (D-C)

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50 Hawkeye Free Portion, 1c slightly used, perfect. 50 Hawkeye 5c new, original cartons. 5 Electro-Serv popcorn. Will sell or trade. Make offer. HUDSON VALLEY VENDORS, 21 Warren Street, Hudson, N. Y. (D-P)

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Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (DJFM-C)

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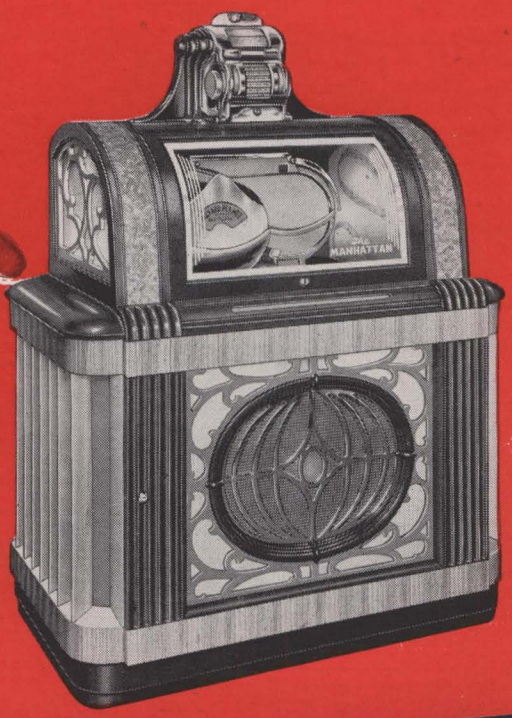

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More money each week,
The whole year through!
And, here's to the industry's
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The phono that gives you
The biggest split!
Together you'll prosper
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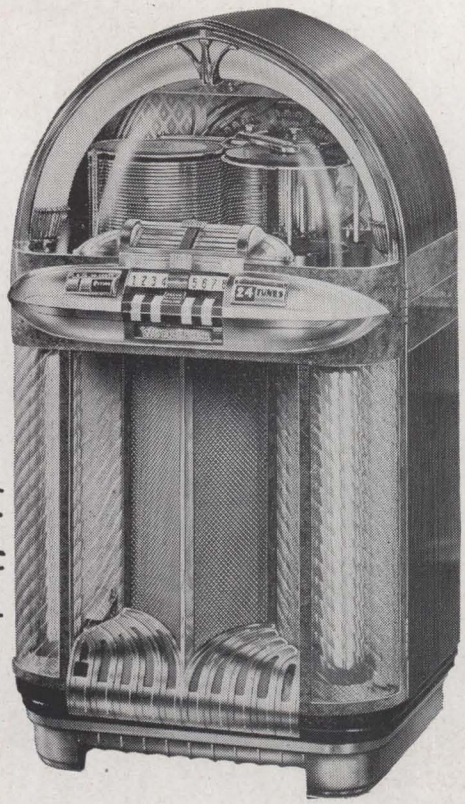

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A panoramic astro-dome plastic window that rivets attention on the record-changer—multiplies play by the greatest contribution to eye appeal in phonograph design history!

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Divides 24 hit tunes into 3 programs of eight great numbers each. Makes it easier, faster, more fun to play this Wurlitzer. You make more money!

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